Job Profile

Reference Number	**01355**
Role Title	Senior Public Health Specialist
Grade	Special A
Directorate	Adults Social Care, Health and Housing
Service Area	Public Health
Reports to	Head of Public Health

Role Purpose

The post holder will provide strategic and operational leadership to achieve public health outcomes across all domains of public health (health protection, health improvement, wider determinants and healthcare public health) through the development and implementation of evidence based public health services, strategies and programmes.

They will work at a strategic level developing and maintaining effective relationships with partners across the local authority, NHS, voluntary & community sector, substance use treatment and recovery providers, CSP, DASV, schools and educational settings, childrens trust, and academic partners, to improve outcomes for local people, and reduce inequalities.

They will provide public health expertise in the form of evidence, need, priority setting, and evaluation, to promote a health in all policies approach, ensuring that public health outcomes are embedded in all relevant council, NHS, and partners plans, strategies, services and commissioning activities.

Duties, Responsibilities and Accountabilities

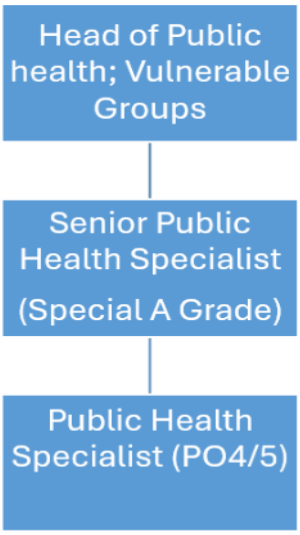
1. To participate in the development and effectiveness of strategic, commissioning and planning partnerships, across systems and sectors to improve health, protect health and reduce inequalities
2. To use public health tools and techniques to assess the health and wellbeing needs of the population, and to evaluate the effectiveness of local plans, projects and services.
3. To oversee the development, management and implementation of public health programmes, strategies and action plans to improve outcomes and reduce inequalities.
4. To anayse, interpret, and translate evidence and intelligence into practice to inform priorities, strategies, plans, and commissioned services.
5. To lead a range of health and service improvement projects to identify and address inequalities, and ensure they reach the populations with the worst health outcomes.
6. To keep up to date with relevant public health policy and practice, and implement any changes where appropriate to improve outcomes for local people.
7. To provide public expertise to commissioners and partners, ensuring that commissioned services are evidence based and help to improve the health/protect the health of the population (this includes evidence reviews, policy analysis, health equity audits, and health needs assessment).

8. To contribute to, and support a learning culture across the Public Health team, supporting the development of staff.
9. To lead aspects of, and contribute to the commissioning and performance management of interventions and services to achieve key public health priorities on behalf of organisations and partnerships.
10. To lead and manage successful change through evidence based approaches including project, change and performance management, ensuring, where appropriate, effective engagement of key stakeholders throughout the process.
11. Manage effectively public health resources, including relevant Public Health budgets and staff appropriate to the agreed departmental portfolios.
12. Ensure that insight about target audiences and local communities views informs the design and commissioning of interventions and services (co-design);
13. Work with partners to design and deliver innovative service and health improvement projects, embedding a culture of continuous evaluation to improve quality, outcomes, and value for money.
14. To develop and nuture effective working relationships across the health and care system, including (but not restricted to) the local authority, NHS commissioners, providers of health and care services, OHID, academic partners, the voluntary and community sector, substance use treatment and recovery, CSP, DASV, schools and educational establishments and the Bradford childrens trust.
15. Work across any area of public health depending on the needs and priorities of the public health team.

Dimensions of role (direct or indirect as applicable) e.g. total number of staff managed, total budget, total scope of role

- Will manage 1 WTE Public Health Specialist in the Vulnerable Group Team
- Will manage budgets including public health grant budget(s) and external funding.
- Responsibility for vulnerable groups commissioned contracts/services.
- Strategic influence over services impacting vulnerable groups across Bradford District.
- Membership of senior strategic boards and partnerships with decision-making responsibility for agreed programmes and priorities.

Structure Chart (showing direct reports)



Knowledge / Skills / Experience required

- Understanding of the social and political environment, including decision-making processes in the local authority and relevant partner organisations
- Knowledge of current public health policy, including an understanding of health inequalities and the social, economic and environmental determinants of health
- Knowledge and understanding of approaches to the assessment of health and wellbeing needs, healthcare utilisation and outcomes, and the evaluation of public health interventions.
- Knowledge and understanding of methods and approaches to support individual, cultural and organisational behaviour change
- Able to prioritise work, schedule and organise own time to meet deadlines
- Able to provide direction, management and leadership of a team of public health staff.
- Good oral and written communication skills and an ability to work with a wide range of internal and external stakeholders
- Uses, interprets and communicates complex information from a variety of sources and to a range of audiences, including children and young people
- Able to interpret and translate evidence and policies into public health strategy and action plans within health and care partnership arrangements.
- Ability to manage a budget, keeping costs within agreed levels for own work area and contribute to corporate savings where required.

Relevant experience requirement: Will be used in shortlisting

- Relevant experience of working in a public health role, with experience at a senior level.
- Experience of leading individual, cultural and/or organisational change in a range of settings, particularly schools and educational settings/organisations.
- Experience of leading and developing public health programmes and strategies, including their management and evaluation.
- Experience of leading, building and maintaining effective partnerships both within and across organisations to improve outcomes.
- Exerience of putting evidence into practice to improve outcomes.
- First degree in health or a related subject.
- Educated to Masters level or equivalent experience in Public Health or a related field
- The candidate will be a registered UK:PHR public health practitioner *(or be on the scheme, or in the process of applying)*

Key benchmarked competencies, traits and motives required to successfully deliver the role. These will support recruitment, succession planning, development and performance management		**Essential**
Health and Safety	Uses knowledge of Health, Safety policies, procedures and regulations including risks in own area of work	x
IT Packages	Uses a range of complex IT packages relating to area of work	x

Service Improvement	Ability to adopt a process of continual improvement and suggest ways of working more efficient and effectively to improve service delivery	xx
Continued professional Improvement	Carries out a variety of working practices, applies complex regulations, rules, procedures and processes across a technical /specialist area	
Communication	Knows and understands how to use, interpret, handle and communicate, often complex and detailed information, and relay it to service users/stakeholders in writing and/or over the telephone / face to face.	x
Numeracy & Literacy	Demonstrates a high level of numeracy, literacy and accuracy across a range of activities	x
Relevant Professional Qualification	Relevant experience of working in a public health role with experince at a senior level. Experience of leading individual, cultural and/or organisational change in a range of settings, particularly schools and educational settings/organisations. Experience of leading and developing public health programmes and strategies, including their management and evaluation. Experience of leading, building and maintaining effective partnerships both within and across organisations to improve outcomes. Exerience of putting evidence into practice to improve outcomes. • First degree in health or a related subject. • Educated to Masters level or equivalent experience in Public Health or a related field • The candidate will be a registered UK:PHR public health practitioner *(or be on the scheme, or in the process of applying)*	x
Carries out performance management	Covers the employees' capacity to manage their workload and carry out a number of specific tasks accurately and to a high standard.	x
Communicates Effectively	Covers a range of spoken and written communication skills required as a regular feature of the job. This includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating and persuading and handling private, confidential and sensitive information.	x
Carries Out Effective Decision Making	Covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. This includes planning and organising, self-effectiveness and any requirements to quality check work.	x
Undertakes Structured Problem-Solving Activity	Covers a full range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. This includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships.	x

Operates with Dignity and Respect	Covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.	x
Practices Appropriate Leadership	Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self-interest for the sake of the team or service. They consider serving the District in all that they do.	x
Operates with Strategic Awareness	Our managers work with corporate priorities and policies in a joined up way with others, internally and externally. Works democratically, transparently and accountably.	x
Delivering Successful Performance	Our managers monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the District's vision & work to achieve Council's values & agreed outcomes.	x
Applying Project and Programme Management	Our manager's work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources and take a positive approach to contingency planning	x
Developing High Performing People and Teams	Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council's values and goals.	x

Applicants with disabilities are only required to meet the essential key benchmarked competencies (clearly marked)

Completed by:		**Date:**	
Quality checked:	**Pay and Reward Team**	**Date:**	**20/11/2026**