

Job Description

Job Title	Cheshire and Merseyside All Together Smokefree Programme Lead
Grade	EPO12
Reporting To	All Together Smokefree Strategic Lead (Consultant)
JD Ref	C&C0064P(A)

Purpose

The Champs Public Health Collaborative is a long-standing collaborative of nine Directors of Public Health (DsPH) and the Integrated Care Board Director of Population Health and their teams serving 2.7 million people in Cheshire and Merseyside (C&M).

The Collaborative includes members of local teams who offer a unique and essential contribution as system leaders working with strategic partners, facilitated by a small support team. The Champs support team leads, facilitates and enables delivery of the priorities and programmes.

This is an exciting opportunity for a committed and dynamic Senior Public Health Programme Manager to work across Cheshire and Merseyside on an innovative All Together Smokefree programme of work on a fixed term basis until 31st March 2027. This post is part of the Champs support team, hosted by Wirral Council and provides leadership and facilitation for the Public Health Collaborative.

You will be supported by the Cheshire and Merseyside All Together Smokefree Strategic Lead and Cheshire and Merseyside Lead Director of Public Health. The All Together Smokefree ambition is to end smoking, everywhere, for everyone in Cheshire and Merseyside, delivering a Smokefree 2030 that is fair and equitable for adults and a tobacco free future for every child.

The post holder will be a key role as part of the Champs Public Health Collaborative and will manage a small team. They will be overseen by the nine Directors of Public Health and the Integrated Care Board Director of Population Health through their Executive Board, reporting to both the Cheshire and Merseyside Health Care Partnership through their Population Health Partnership Board and All Together Smokefree Partnership Board.

This will include taking responsibility for working with all partners to oversee programme and commissioned delivery and performance against objectives, finances, milestones and programme outcomes, initiating corrective action in conjunction with programme partners where required.

The postholder will be expected to:

- Lead and direct the development, implementation and evaluation of the Cheshire and Merseyside All Together Smokefree Programme.
- Provide line management for the All Together Smoke free programme team
- Ensure that the programme operates within the financial budget and be responsible for the management of the programme budget
- Provide high quality expert advice to Champs DsPH Board and the Cheshire and Merseyside Population Health Partnership Board, plus system leadership across the Health and Care Partnership, and across sectors including local authorities, voluntary organisations and other statutory partners, plus national coalition partners such as Action on Smoking and Health.
- Build, promote and maintain strong relationships with a wide range of complex stakeholders with differing needs in a changing environment.
- Embed a culture for high quality co-operative and collaborative working and inspire leaders from across NHS, local government and partner agencies. A high level of tact, diplomacy and leadership is required and an ability to understand other cultures, advise, challenge and advocate to enable effective working across organisational boundaries and influencing without direct authority.
- Provide reports and briefings as required by the Cheshire and Merseyside Directors of Public Health, ICB Population Health Partnership Board, HCP Prevention Board, All Together Smokefree Partnership Board and associated task groups, local authorities, NHS and funding bodies as appropriate.
- Manage multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness, negotiation and motivation skills and flexibility are required.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Team Leadership and Management:

- Lead the implementation evaluation and financial management of the collaborative All Together Smokefree programme funded through Cheshire and Merseyside Health Care Partnership and the Cheshire and Merseyside Directors of Public and Population Health Executive Board (CM DsPH), with a focus on ensuring all framework elements including key components described in the implementation plan are delivered.
- Provide expert public health advice and leadership to support and inform effective programmes, with a particular focus on Tobacco Control.
- Lead and catalyse effective partnerships and collaborations with key partners across Cheshire and Merseyside including NHS Cheshire and Merseyside, NHS England, NHS Trusts, Local



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Authorities the Office for Health Improvement and Disparities (OHID), Cheshire and Merseyside NHS Integrated Care Board (CM ICB), the Cheshire and Merseyside Directors of Public and Population Health Executive Board (CM DsPH), the All Together Smokefree Partnership Board, the Tobacco Commissioners and Leads and Tackling Tobacco Dependency Forums, and with key national partners across the Smokefree Action Coalition.

- Develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data to assure performance reporting for the Altogether Smokefree programme. Additionally work with NHS Cheshire and Merseyside to ensure the development and delivery of the digital solutions required to support, monitor and understand smokers' quitting journeys and their system impacts.
- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.
- Be responsible for management of a team to include performance management, absence management, discipline and grievance procedures.
- Ensure that training and development needs for the team are recognised and appropriately implemented.

People, Communication and Engagement:

- Build, promote and maintain strong relationships with a wide range of complex stakeholders with differing needs in a changing environment, encouraging collaborative working between stakeholders sub-regionally and with regional and national partners.
- Provide leadership and specialist advice to the Lead DsPH, the Director of Population Health, the Champs Public Health Collaborative Executive Board of Directors, C&M Health Care Partnership Prevention Board, the All Together Smokefree Partnership Board, the Tobacco Commissioners and Leads and Tackling Tobacco Dependency Forums, and member agencies/partners across Cheshire and Merseyside.
- Ensure effective communication and joint working with public health leaders as key system partners.
- Work with key members of the Champs support team and C&M Health Care Partnership to ensure delivery of objectives within desired timeframes.
- Ensure that staff and key stakeholders are briefed appropriately in relation to public health collaborative communications and matters relevant to the programme area.
- Develop and maintain links with regional and national organisations as required.
- Attend and proactively contribute to Champs support team meetings.

Financial

- Be responsible for managing significant appropriate project budgets as required ensuring that Council procurement guidelines and governance arrangements are adhered to.
- Ensure that all commissioned work is carried out with accurate and timely service level



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agreements or contracts and suppliers are working within a robust monitoring framework.

- Predict, track and realise benefits (cost, performance, cultural) for all projects(s) within a specified timeframe, escalating issues and changes to risks as appropriate.
- Ensure programme compliance with the Council's Standing Orders, Financial Regulations, policies, procedures, instructions, procurement procedures, data protection and freedom of information requirements as issued by or on behalf of the Council.

Strategic, Data Analysis and Decision-Making:

- Be responsible for major programmes of work that are key to the delivery of the Champs Strategic Delivery plan and can impact on the health and wellbeing of the population of Cheshire and Merseyside.
- Liaise with stakeholders of other organisations at chief officer level making decisions on behalf of Champs and implementing and reviewing policies and procedures where necessary.
- Develop and manage the implementation of a range of programmes as part of the Champs Collaborative delivery plan and C&M Health Care Partnership Strategy.
- Contribute to the Champs strategic delivery plan ensuring it is effectively translated into delivery plans and operational performance.
- Communicate with and influence senior stakeholders across a range of organisational boundaries to deliver the required projects.
- Manage project developments, which relate directly to the strategic objectives of the Champs Public Health Collaborative and Health Care Partnership.
- Attend and contribute to Directors of Public Health Systems Leadership/Board meetings, C&M Health and Care Partnership Boards making recommendations and reporting key messages back to partners as necessary.
- Work autonomously and be responsible for decisions relating to this area, for example setting strategic direction and finding solutions to any barriers to the implementation of associated programmes
- In difficult and complex situations, to offer advice to the Collaborative Director, the nine Directors of Public Health and ICB Director of Population Health, C&M Health Care Partnership Prevention Board and All Together Smokefree Partnership Board.
- Offer guidance to colleagues responsible to the role, for example how to solve daily problems such as dealing with challenging stakeholders

Planning, Organisation and Performance Management:

- Lead, develop and deliver complex project plans for all programme by engaging effectively with internal and external stakeholders across Cheshire and Merseyside
- Be responsible for managing own workload and time ensuring robust and effective managerial support and delivery of projects and the workload of colleagues responsible to the role.
- Work to deadlines and produce update reports for the relevant C&M strategic Boards and CM Directors of Public Health Executive Board
- Provide, receive and interpret complex information where barriers to acceptance may be encountered which need to be overcome using developed interpersonal and communication



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skills, such as when communicating in an environment of competing priorities.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Masters level degree or equivalent work experience in a relevant area e.g. public health, health promotion or policy development.
- Certificate in management or equivalent training
- Evidence of continuing professional development
- *Desirable - A recognised line management qualification e.g. Institute of Leadership & Management.*
- *Desirable - A tobacco control qualification e.g. UKCTAS or SPECTRUM Nicotine and Tobacco CPD module qualification*

Knowledge & Skills

- Demonstrable project management skills and ability to lead and manage complex projects across multiple change systems ensuring outcome/output delivery meets the expected profile.
- Excellent organisational skills including the ability to plan
- Excellent communication skills including the ability to persuade, influence and motivate effectively.
- Ability to present verbal and written reports to an excellent standard
- Ability to identify and develop effective working relationships with a range of partners to enhance and extend project delivery.
- Ability to respond appropriately in unplanned and unforeseen circumstances
- Thorough knowledge and understanding of behaviour change and health improvement theories
- Knowledge of outcome focussed evaluation tools and quantitative and qualitative research methodologies
- Ability to work unsupervised, to tight deadlines and to cope with changing priorities.
- Ability to be a key advocate for change and have the personal courage and resilience to cope with ambiguity, uncertainty and pressure.
- Substantially numerate, with highly developed analytical skills using qualitative and quantitative data
- Strategic thinker with proven leadership skills
- Able to prioritise work, and work well against a background of change and uncertainty



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- Adaptable to situations, able to handle people of all capabilities and attitudes
- Commitment to team-working, and respect and consideration for the skills of others
- Self-motivated, pro-active, and innovative
- High standards of professional probity
- *Desirable - Ability to inspire others with a compelling vision of the future, engage others in that future and motivate them to make the required contribution.*
- *Desirable - Experience of accessing key intelligence sources related to public health*
- *Desirable - Ability to resolve complex and diverse public health/commissioning issues*

Experience

- Experience of developing and implementing strategy, policy and change or innovation projects in specialist areas, specifically tobacco control and commercial and social determinants of health and health inequalities, and which impact across systems.
- Experience and a track record of leading and managing multiple initiatives in a fast moving and high-pressure environment.
- Experience in communicating detailed, sensitive or contentious information about performance and change to large groups.
- Line management experience.
- Leading, engaging and influencing a wide range of stakeholders towards a common goal
- Experience of managing complex or sensitive issues and conflicting agendas
- Ability to drive pragmatic short-term solutions within a strategic framework and without losing sight of priority goals and objectives exercising good judgement given the information that is available.
- Demonstrable project management experience.
- Demonstrable experience of managing significant budgets and achieving value for money.
- Experience of working collaboratively within a cross organisational function.
- Experience of effective multi agency and partnership working.
- *Desirable - Experience of developing responsive and innovative solutions to tackling inequalities*
- *Desirable - Leading, engaging and influencing a wide range of stakeholders towards a common goal*
- *Desirable - Experience of managing complex or sensitive issues and conflicting agendas*

Additional Information

- Ability to travel across Cheshire and Merseyside and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- Expected to work from a fixed location (subject to change).
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:



- Work with VDUs (Video Display Unit) (>5hrs per week)

Approved By: Dawn Leicester, Director, Champs Public Health Collaborative (hosted by Wirral Council)
Date Of Approval: 16th August 2024



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