

Assistant Director Consultant in Public Health

Information Pack

#BETHE
DIFFERENCE

Thank you for your interest in this key role at Wirral Council. This pack gives you some information and insight into what it's like to work at Wirral, highlights our offer as one of the largest employers on the borough, our benefits and important information about the role.

At Wirral, we want to create, encourage and foster leadership which positively impacts on the entire borough to truly embrace the idea of how important it is to #BeTheDifference in all aspects of the Council.

We hope this information gives you a snapshot of what makes Wirral so special, what makes our organisation such a great place to work and how we embrace our values in all that we do.

There has never been a more exciting time to join us as a member of our Senior Team: we have huge ambitions for our organisation, partnerships and people, and we want you to play a part in this. Wirral is currently undergoing one of the largest and most exciting regeneration projects in the UK and, as such, we want to embody this exciting regeneration work across the Council.

“We have big ambitions and exciting plans. We need exceptional, innovative leaders to play their part in leading the Council into the next phase of the Borough’s transformation”

As part of our ambitious modernising agenda, we have accelerated our journey towards a different way of working which fully embraces a hybrid working model, with an emphasis on flexible working that works for both us and you.

Working at Wirral provides you with the opportunity to combine remote working with being office based in various locations across the Borough. Utilising technology more effectively, you will have the choice to plan where you work. This strategy plays a part in our Climate Emergency plan by reducing the necessity of commuting to and from the office, thus reducing unnecessary emissions created by our people.

We have big ambitions and exciting plans. We need exceptional, innovative leaders to play their part in leading the Council into the next phase of the Borough’s transformation.

Welcome

Thank you for your interest in the Public Health Consultant position at Wirral Council.

There has never been a more exciting time to join Public Health, and as a senior leader at the Council, to be part of our huge ambitions for Wirral. Transforming the health and wellbeing of our population is a major priority for us, and we are seeking to increase our Public Health Consultant capacity to work across our senior leadership team, and wider partnerships to help achieve our aims.

Our Public Health Consultants have a key role in health and wellbeing partnership arrangements, and we are therefore seeking a leader who can inspire and engage others to improve public health outcomes. This post-holder will work closely with colleagues in Adult Social Care to take a Public Health lens and Healthcare Public Health approach to addressing some of the current challenges facing Adult Social Care.

We are looking for candidates who have a broad range of public health knowledge and skills and can provide strong public health leadership, specialist advice and support to a range of public health priorities, but the primary focus of the role will be to develop and lead an innovative programme of work to better understand the rising trend in demand for adult social care services and establish what might be done to lessen the impact of this over the short, medium and longer term.

This is a fantastic opportunity for a creative and forward-thinking professional to build on our strong track record of successful delivery in an experienced team. Working to the Director of Public Health, and alongside three experienced Public Health Consultants, you will provide leadership on work to support healthy ageing, and to embedding primary, secondary and tertiary prevention interventions throughout the life-course.

You will work in partnership to support the delivery of the ambitions in Wirral's Health and Wellbeing Strategy, support the Place Based Partnership and work with partners to deliver against the local population health outcomes.

Whilst not essential, experience of working in a local authority setting, shaping, and leading public health initiatives in a political environment is desirable. Adaptability and focus on delivery are critical features of this position.

You will provide expert public health advice and leadership to inform an evidence-based approach for commissioning and to ensure high quality equitable services, across public health, the wider council and with our health and community partners.

We are strongly committed to the development of our public health team and as a training location, you will be required to contribute to and support training programmes for Foundation Year Doctors/Specialty

Registrars in Public Health, and for the training of other trainees and professionals within the locality. You will need to be included on the United Kingdom Public Health Register or the General Medical Council (UKPHR/GMC) professional register.

You will be joining a talented and ambitious team of passionate colleagues across the Council who are working to deliver excellence. The Public Health Consultant will work alongside colleagues in the Corporate Leadership Team, to influence how the whole Council prioritises its plans and delivers them. You will have the opportunity to effect significant change and will advise the Director of Public Health and lead elected members. The role will require deputising for the Director of Public Health as and when required, to lead and manage the Public Health service.

We have huge ambitions for Wirral. To achieve everything we have promised to our residents, we need great people with the compassion and energy to really make a difference to their lives.

We look forward to meeting you.

Best wishes and good luck!

Dave Bradburn

Dave Bradburn, Director of Public Health

About the role

As a response to the Covid-19 pandemic, the Council refreshed its corporate plan in 2021, to produce The Wirral Plan 2026. This is focused on many of the health inequalities in the borough. For example, the inequalities in life expectancy at birth sees both male and female residents continuing to compare poorly against the England average, with a large gap in life expectancy between wards in the east and west of Wirral. The pattern of inequalities in health outcomes is closely linked to deprivation. Based on the 2019 Indices of Deprivation, Wirral was ranked the 77th most deprived authority (of 317 authorities) in England. Just over 35% of the Wirral population (around 115,500 people) live in areas ranked amongst the most deprived 20% in England, with over 83,000 of those residents living in the 10% most deprived.

Our public health service is at the heart of understanding and tackling these issues and addressing the wider determinates of health and wellbeing in Wirral.

<https://www.wirral.gov.uk/health-and-social-care/health-wirral/health-publications>

<https://www.wirralintelligenceservice.org/>

<https://www.cheshireandmerseysidepartnership.co.uk/your-area/wirral/>

We are currently delivering one of the largest, most aspirational regeneration programmes in the country, creating well designed and sustainable neighbourhoods which foster relationships and community, as well as address climate change. Our plans will not only transform the quality of life for our communities but will also tackle the wider determinants of health across the borough.

As our **Assistant Director Consultant in Public Health**, you will lead on improving the health and wellbeing of the residents and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. You will drive and set pace for the strategic performance of Wirral's ambitious plans for public health, translating them into projects which deliver sustainable and healthy neighbourhoods. In this role you will have a dedicated focus on Adult Social Care; taking a Public Health lens to better understand and help address some of the challenges we are currently facing. You will drive forward work on whole system approach to promoting healthy ageing and embedding prevention.

As an ambassador for Wirral, you will work with a wide range of stakeholders and partners, managing commercial and reputation risks, delivering value for money, challenging conventional local government

approaches to drive through innovation, constantly seeking and creating new opportunities and driving significant organisational change.

About Wirral

You're likely to want to know more about us and why we believe anything is possible:

- Wirral is a unique place, home to a growing population of over 320,000 people and over 8,000 businesses. Our stunning peninsula extends to 60 square miles and boasts 25 miles of scenic coastline. It is an area of outstanding natural beauty, packed full of spectacular scenery, with a rich mixture of culture, heritage, and picturesque cottages. Our environment, our parks and our leisure and cultural offer are among the best in the UK. It offers cutting edge technology and executive living along the banks of the river Mersey, overlooking one of the most awe-inspiring views anywhere in the world in the famous Liverpool skyline. We're a stone's throw away from the thriving city of Liverpool and historic Chester. To find out more about what we are doing please visit wirralview.com
- Our vision is to make our borough a more equitable and fairer place to live and work. To help us achieve this vision we're focused on delivering the five key priorities within The Wirral Plan and we're proud to say they are a direct result of what our residents, businesses and partners have told us matter most.
- As we strive to tackle inequality in the borough, we've started on the journey of economic transformation. We've delivering ambitious plans for the transformational regeneration of Birkenhead. The most radical proposals for the town since the 1947 Town Plan and one of the biggest regeneration programmes in the country.
- Our new Local Plan is being prepared to shape the future of the Borough and sets out how we'll offer a high quality of life, protect the environment, regenerate Birkenhead, better connect the Borough, help our towns flourish, conserve and enhance our rich culture and how, through low carbon neighbourhoods and work opportunities, assist in narrowing the gap between the economically poorest and wealthiest residents.

Working for Wirral

You'll probably also want to know what it's like to work here and how we do things:

- Our values are more than just pieces of paper on our walls. We've all played a role in developing these to reflect the immense pride we have in what we do. They reflect us, what matters to us, what motivates us, what inspires us and how we think, behave and approach things.
- Putting people at the heart of success really is how we do things - we codesign with people who know most about what needs to change. We hold regular staff and manager conferences, we conduct regular staff surveys, and all our managers have meaningful conversations with their staff to talk about wellbeing, support, objectives and opportunities for development.
- Our Chief Executive, understands that an important focus of his role is to ensure we're aligned, have the right conditions, relationships, partnership working, talent, ways of working and culture to support the delivery of the Wirral Plan. We asked our people to get involved and co-design our People Strategy. This builds on the great practice that already exists here, describes us 'on a good day', helps us have these 'good days' and creates the conditions in which we can all thrive.

How do we reward our people

Pay: Our salary range for this role is on NHS Band 8C/8D or Wirral Council AD2, dependant on experience.

Leave You'll receive a generous annual leave allowance of 33 days leave per year, plus 8 additional public holidays.

How we work: We work a 36-hour week based around a highly flexible and hybrid model of working, giving you the choice of where and how you work. Technology is at the forefront of our modern workforce: we make maximum use of digital technology to ensure that our staff can be flexible and responsive to the needs of our customers and achieve a greater work-life balance.

Development: You'll benefit from our track record of developing, growing and investing in our people. We want to get to know how we can encourage and help you to learn in the flow of work and benefit from the collaborative learning culture that we operate at Wirral.

Support: You'll have access to our fantastic Employee Assistance Programme which offers a confidential service for employees and their families 24hrs a day/7days a week. The programme provides expert advice and counselling in areas such as finances, family and personal problems, work issues, health related problems, childcare and consumer rights.

Benefits: You can take advantage of a range of discounts in over 7,000 outlets on shopping, dining out, theatre, cinema, experiences and much more. Including the opportunity to purchase technology, cars, phones and bicycles. We also offer up to 2 days a year for you to volunteer your time to help, support and to make a difference to the local community.

Pension: Employees have the opportunity to join the Local Government Pension Scheme (LGPS), which is a tax approved occupational pension scheme with a generous employer contribution rate, immediate life cover and ill-health protection. Benefits are based on the length of your membership and final salary. As a statutory funded pension scheme covered by legislation, it offers greater security than other pensions. If you are already a member of the NHS Pension Scheme you may have the option of remaining in it and we will discuss these options with you.

Equality & Diversity: Our people are our greatest asset. We're committed to attracting, recruiting and retaining diverse and talented people. We recognise the need for equality, diversity and inclusion within

No unnecessary conditions or requirements will be applied which could have a disproportionately adverse effect on any one group. We are committed to making our recruitment practises barrier-free and as accessible as possible to everyone. This includes making reasonable adjustments or changes throughout the process. If you would like us to do anything differently during the recruitment process or provide any information in an alternative format please contact jennifersmailes@wirral.gov.uk

our workforce and we promote equality and diversity to raise awareness, identify and address any potential barriers or underrepresentation across our organisation.

About the process

We want to be completely transparent about our application process to give you the best chance to really show who you are, why you are suited for the job and how you can really #Bethedifference for Wirral. We've outlined each stage below:

1. Application

To apply for this role please complete the online application form by midnight on Sunday 9th November 2025.

Within your personal statement we want to hear about you and your experience. Your personal statement should be no longer than 2500 words and outline how you feel you are suitable for the role and include your personal skills, qualities and experience and provide evidence of your suitability for the role, with reference to the criteria set out in the job description.

We also would like to assess your suitability against our Leadership Behaviours. We will assess a range of the behaviours throughout the recruitment process, for the application we would like you to provide an example of the two detailed below:

- Leading Others – Inspire hearts & minds: Provide an example of when you have inspired others to do their best at work.
- Leading Outcomes – Building relationships: Provide an example of when you have collaborated effectively to achieve a common goal.

2. Shortlisting

Applications will be shortlisted by the Director of Public Health. Verbal feedback will be provided to any candidate that requests this.

3. Assessment

Shortlisted candidates will take part in further assessment activity which may include peers, stakeholders, and our senior leadership team. Interviews will take place late November 2025 and will be face-to-face. Please let us know if you have any availability issues during the weeks of 17th and 24th November.

If you would like additional information about any of the above stages or to request support please contact jennifersmailes@wirral.gov.uk, or for an informal conversation about the role ahead of applying, please contact Dave Bradburn: davebradburn@wirral.gov.uk

Finally, we wish you every success in your application and hope to speak to you soon.