

Job Profile

Job Title: Public Health Strategist – Physical Activity & Healthy Weight

Job Grade: Level 5 Zone 1

Salary Range: £52,282 - £59,895

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

The post holder will work with residents and a wide range of internal and external partners, across the Council, the NHS, the Integrated Care System, commissioned service providers, the Community and Voluntary Sector and other relevant partners. They will ensure the development, implementation and evaluation of high-quality strategies, programmes and services, based on need and evidence, to support health improvement and reduction in health inequalities and promote equitable outcomes for Camden residents.

About the role

In this role, at the heart of the new Health and Wellbeing Department, you will be **the strategic lead for adult healthy weight initiatives and services**, including leading on the commissioning of the tier 2 adult weight management contract delivered across Camden & Islington, and working in partnership with other local weight management initiatives. You will work closely with primary care clinicians, front line council staff, and VCS organisations to ensure that services are able to maximise their reach into communities with the greatest needs. Linking in strategically with boroughs and NHS services across North Central London, you will seek to maximise opportunities for joint working and influence the further development of services across the entire weight management pathway (including tier 3 services). In line with the recent launch of the Healthy Weight Driving Group, you will lead on the delivery of work-streams within the linked and emerging Healthy Weight Acceleration Plan, as well as the Healthy Weight needs assessment.

You will play a **lead role progressing nutrition in schools**, working closely with the Public Health Consultant leading this area and colleagues from Education, Camden Learning, and Strategy & Policy Design. You will be responsible for overseeing the delivery and evaluation of the school breakfast offer and making the business case for continued cost of living corporate funding in 2024. You will be responsible for fully engaging secondary schools in the test and learn pilot, a key part of the drive to address hunger in secondary schools announced by the Leader of the Council at Full Council in February 2023 and will lead evaluation of the success of this pilot. You will also drive quality improvements in the current school catering offer working with commissioning colleagues and will contribute to developing the specification for the future service.

As the **physical activity strategic lead** you will lead on supporting the least active residents to become more active. You will work closely with Public Health Consultants in Camden and Islington, the Camden Sport and Physical Activity Team and a range of clinical and other front-line professionals and organisations. This will include leading on refreshing Camden's physical activity needs assessment, analysing and making recommendations for developments that will have the greatest impact. This will be informed by national guidelines, research and good practice, the changing local context, identification of local needs and priorities, and community insight. You will lead the implementation and evaluation of Camden and Islington's Get Active Pilot working with primary care clinicians to support inactive residents who are motivated to change and will develop a case for further investment if the programme

is successful. You will also have a lead role in developing programmes that support people with long-term conditions to benefit from being more active as part of their treatment, leading on other areas as appropriate within Camden's approach to enhancing the local physical activity system.

The role will be underpinned by a behavioural insights approach, and you will support the newly formed Behavioural Insights Lead within the team. You will lead the delivery and evaluation of a behaviour change campaign for older adults to increase physical activity levels, which is due to launch in Spring 2024. You may also be involved in progressing other behavioural insight led approaches to improving the health and wellbeing of Camden's residents, as the programme develops from the Autumn.

About you

- Either a suitable postgraduate qualification in public health or equivalent, or relevant experience (see guidance document)
- Proven experience of conducting health needs assessment through the collation, analysis and interpretation of key public health data, information and evidence
- Proven experience of undertaking evaluations to effectively measure the outcome and benefit of public health interventions
- Proven experience of using project and programme management skills
- Experience and understanding of health services commissioning, demonstrated by an ability to describe the complexities of the commissioning cycle and public health's role within this
- The ability to work with a range of partners, using public health intelligence and negotiation skills to agree and develop evidence-based and locally appropriate innovative ways of working
- Ability to build meaningful relationships with residents and people using services, to enable engagement and co-production the development of local strategies and approaches for improving health and wellbeing outcomes
- High standard of communication skills, demonstrated by the ability to present complex oral and written information in a variety of formats to a range of audiences.
- High standard of report-writing skills, demonstrated by the ability to write and contribute to reports of varying length and complexity, in a format where the implications of the report are fully understood, and inform strategic decision-making.
- Good time management and prioritisation skills, demonstrated by the ability to use own initiative to manage a number of projects simultaneously, ensuring planning, organising and prioritising work load to meet project deadlines
- Ability to analyse, interpret and synthesize complex information, including epidemiological data, from a number of sources
- Ability to manage staff in accordance with corporate policies, demonstrated by an understanding of human resources policies and management strategies

Work Environment:

The main Council office is at 5 Pancras Square, which is the where the Health & Wellbeing Department is based. You may also be asked to attend meetings at other locations in Camden or in London. This role is suitable for home working and flexible working arrangements although in person attendance will be required as per the business needs of the department.

People Management Responsibilities:

The post holder maybe required to take on a line manager role in future.

Relationships:

The post holder reports to the Assistant Director of Public Health in the Health & Wellbeing Department.

They will be in regular daily contact with the Director of Public Health, colleagues across the Health and Wellbeing Department, other departments in the Council, senior leaders, Elected Members, and a range of partner agencies locally, regionally and nationally.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,

Note:

This document is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.