

Job Description

JOB TITLE:	Health and Wellbeing Coordinator
GRADE:	M
POST NUMBER:	E030101081
DIRECTORATE:	Children and Culture
SERVICE:	Early Help and Children & Families Service
RESPONSIBLE TO:	Head of Early Help and Children & Families Service
RESPONSIBLE FOR:	Baby feeding service (1 team manager, 12-15 staff in total) 1-3 other direct reports as role develops
	Enhanced DBS check required with Childrens and Adults Barred List This post is not politically restricted Travel Allowance
JOB SUMMARY:	<p>The purpose of the role is to improve the health, wellbeing including SEND of children and families in Tower Hamlets and reduce health inequalities. This will be achieved through a focus on all health integration for children from pre-conception to 19 years (25 for Special Educational Needs and Disability (SEND) and strategic public health leadership across Early Help and Children & Families Service (EHCFS).</p> <p>The role will ensure that the EHCFS has a renewed focus on health and wellbeing to deliver the greatest outcomes for children and families. This includes responsibility for integrating and delivery of health and wellbeing in the EHCFS.</p> <p>The post holder will have responsibility for oversight of infant feeding policy and practice within children’s services in LBTH, in line with UNICEF requirements, to meet national and local breastfeeding targets and address health inequalities.</p> <p>The role will have responsibility for the Baby Feeding & Wellbeing Service, including clinical and strategic leadership for baby feeding within Early Help & Children and Families Service and UNICEF baby friendly accreditation. The post holder reports to the Head of Early Help and Children and Families Service.</p>
ROLE REQUIREMENTS:	<p>The key areas of responsibility for this post include the following:</p> <ul style="list-style-type: none"> ● Insight and intelligence ● Clinical leadership ● Evaluation, innovation and research

	<ul style="list-style-type: none"> • Partnership engagement, stakeholder management • Developing public health skills and leadership • Management of budgets and resources • Service management and delivery • Lead for SEND
1.	Use public health intelligence to provide input into and support the development of a health and wellbeing strategy for the Early Help Children and Families Service. This will be developed in collaboration and partnership with the Public Health Programme Lead for Maternity and Early Years and the Early Help Children and Families Service.
2.	<p>Contribute to Joint Strategic Needs Assessments for the maternity and early years population:</p> <ul style="list-style-type: none"> • support identifying and agreeing priorities for JSNA work including factsheets and in-depth studies • participate in stakeholder groups supporting JSNA work • ensure the perspectives of the public and local communities who use Early Help Children and Families Service are sought and integral to the JSNA process <p>implement resulting recommendations that are in scope of role and service.</p>
3.	Work with academic partners, providers and community organisations to develop a research agenda to better understand health and wellbeing needs where gaps have been identified.
4.	Lead a whole system approach to drive transformational change in Early Help Children and Family Service with regards to health and wellbeing, specifically infant feeding, SEND and emotional health and wellbeing
5.	Influence and change local policy and legislation to positively impact on population health and reduce health inequalities.
6.	Work across the council and with partners at local, regional and national level to develop or oversee the development of an action plan to make measurable progress against each aspiration.
7.	Ensure the effective engagement of communities and key stakeholders in strategies and plans with regards infant feeding and parent-infant wellbeing
8.	Develop a communication and engagement plan as an integral component of infant feeding service delivery
9.	Responsible for the leading strategic developments for integration of SEND support across Early Help and Children & Families Service

10.	Support performance reporting on activity funded by the Public Health grant.
CORPORATE RESPONSIBILITIES	
11.	Actively contribute to the council's priorities and outcomes in a way that promotes a 'one organisation' approach.
12.	Develop and maintain positive relationships with colleagues, stakeholders and communities to ensure the council and the directorate strategic priorities are effectively implemented.
13.	Promote equality among all staff and ensure that services are delivered in a non-discriminatory way, that is inclusive of all disadvantaged groups.
14.	Support organisational change and learning, following and implementing appropriate systems of self-development, communication and engagement, quality measures, monitoring and review in delivering the functions of the role.
15.	Promote sustainability, including encouraging a culture of innovation and accountability amongst all council staff.
PEOPLE	
16.	Lead, motivate and manage the work of the Baby Feeding & Wellbeing team, including regular individual supervision, performance management and annual appraisal of staff in accordance with all Council requirements, and supporting individual professional development, including coaching, and mentoring where appropriate.
17.	Oversee and manage development of team work plans that reflect the priorities of the public health service and to ensure that all individual work plans are aligned.
18.	Provide public health input to influence programmes within the Early Help Children and Families service that will impact on the health of the Tower Hamlets population with the aim of improving, or mitigating any risks to, health and wellbeing.
19.	Work directly with the public and within communities to coproduce initiatives to improve population health and reduce health inequalities.
20.	Develop social marketing approaches to working with targeted population groups to support behaviour change around infant feeding and parent-infant wellbeing.

21.	Apply relevant accredited public health competency frameworks to assess strengths and areas for improvement for self, any staff they manage or volunteers they supervise.
22.	Develop a Personal Development Plan to identify areas to develop his/her competence as a Public Health professional.
23.	Support team members in developing their personal development plans.
24.	Have responsibility for a programme of public health development across the Early Help Children and Families Service to support staff to develop public health skills.
FINANCE	
25.	Report regularly to the Head of Early Help staff and budget issues and identify at an early stage matters that require senior management resolution.
26.	Proactively manage a service budget of approximately £450,000 for the infant feeding service and UNICEF BFI (Baby Friendly Initiative) programme in line with council procedures including providing appropriate budget estimates and expenditure projections and ensuring that budgets are not exceeded and that value for money is secured.
SERVICE	
27.	Support effective delivery of services commissioned by Public Health (Infant feeding, UNICEF BFI, Healthy Start) that impact on population health and health inequalities.
28.	Provide oversight and matrix management of the wider public health delivery team that deliver the public health improvement programmes through commissioned contract activity (I.e. Healthy Start vitamins, cards, Five to Thrive)
PERFORMANCE	
29.	Ensure the infant feeding service is accessible and provides a quality service to Tower Hamlets parents and infants, meeting key performance indicators as set by Public Health commissioners.
30.	Support the UNICEF BFI accreditation of Children and Family Centres by ensuring the UNICEF BFI Coordinator is well supported and enabled to achieved key performance indicators as set by Public Health commissioners and UNICEF UK.

OTHER CONDITIONS:

To maintain personal and professional development to meet the changing demands of the job and participate in appropriate training/development activities including the council's 'My Annual Review' scheme.

To engage and develop all staff in the team to ensure they have clear personal development plans.

Ensure that all duties and responsibilities are discharged in accordance with the council's policies and procedures, Code of Conduct and relevant regulations and legislation.

To comply with the council's equal opportunities and diversity policies ensuring anti-discriminatory practice within the service area.

To undertake additional duties that may arise from time to time commensurate with the grade of the post.

TOWER HAMLETS PERSON SPECIFICATION

Early Help Children and Family Service – Health and Wellbeing Coordinator (Grade M)

Please note * denotes criteria used for shortlisting		Essential (E) or Desirable (D) (if applicable)	Assessed at Application (A), Test (T), Interview (I)
Knowledge (including knowledge-based qualifications)	1. In depth understanding of infant feeding and early childhood development including biology and evidence-based practice at an individual and service level.	E	A/T
	2. Good understanding of the nature and sources of routine and ad hoc health, social care and wider public health data sets	E	T/I
	3. Good understanding of NHS, local government cultures, structures, policies and the interface between health and social care.	E	A/I*
	4. Understanding of social and political environment.	E	T/I
	5. In depth understanding of health inequalities, the main determinants of health and interventions to effectively promote health and wellbeing.	E	T/I*
	6. Knowledge of the methods of developing clinical quality assurance, quality improvement, evidence based clinical and/or public health practice for populations with high health needs and/or risk factors.	E	A/I*
	7. Good understanding of community engagement, community mobilisation and community empowerment to promote health and wellbeing.	E	A/I
Qualifications & Experience	8. Possession of a master's degree in Public Health or a related field, or an equivalent health professional qualification (such as RM or SCPHN), or demonstrable substantial experience working at a senior level for five years or more.	E	A*
	9. Experience of public health practice to reduce health inequalities and improve health and wellbeing using public health research, insight and evidence	E	A*/I
	10. Extensive experience of health service management, development and integration – including provision of clinical supervision	E	A*

	11. Experience of social marketing approaches to communications and engagement.	E	A*
	12. Strategic thinker with proven leadership skills including strategic planning, policy development and influencing and implementing change across different organisational settings.	E	A/I
	13. Ability to transform research evidence into effective health information that can be used to improve health and wellbeing	E	T
	14.Strong commitment to public health principles who is self-motivated, proactive and innovative	E	I
	15. Adaptability to circumstances which are unplanned or unforeseen.	E	I
	16. Commitment to team working and demonstrating effective interpersonal, motivational and influencing skills with respect and consideration for the skills of others.	E	I
	17. Excellent project management skills including budgetary management and performance reporting	E	A/I
	18. Extensive resource management including staff management, development, staff appraisal, supervision and the ability to work with people of all capabilities and attitudes	E	I
	19.Excellent communication and presentational skills (oral and written) including dealing with the media	E	T/I
	20. Substantially numerate, with highly developed analytical skills using qualitative and quantitative data.	D	A/T
	21. Computer literate with excellent IT skills including use of databases, Powerpoint, Excel, Word, statistical packages, knowledge of GIS systems.	E	A/T
	22. Training and mentoring skills	E	A/I
Living the TOWER Values sets out the essential behaviours required of all staff. They are aligned to the organisation's five TOWER Values			
We work TOGETHER across boundaries and with partners to achieve the best outcomes for Tower Hamlets	Building relationships Leads and supports positive working relationships across the council and with partners to optimise outcomes.	E	A/I/T
	Collaborating Keeps abreast of external changes which impacts on delivery, seeking collaborative solutions to achieve the best outcomes.	E	A/I
We are OPEN and transparent	Communicating clearly Connects the 'bigger picture' to audience's own values, goals and ideas.	E	A/I/T
	Being approachable Approachable and seeks regular internal and external feedback to improve how they do things and to shape strategy and organisational improvement	E	A/I

We are WILLING to challenge, innovate and be accountable	Being accountable Takes accountability for leading the organisation in being ambitious and delivering high standards.	E	A/I/T
	Personal development Creates a culture of learning, to build capacity and manage talent internally.	E	A/I
We empower each other to be EXCELLENT and go the extra mile	Having purpose and personal motivation Get others excited about Tower Hamlets vision, strategy, values and goals and how they can make a difference.	E	A/I
	Focusing on support and well being Actively seek out ways to support and promote wellbeing across the organisation.	E	A/I/T
We RESPECT all communities, they are the heart of everything we do	Understanding our customer's needs Actively contributes to building a customer-focused culture across the council and with partners	E	A/I/T
	Respecting diversity and being inclusive Seeks ways to harness the opportunities presented by the diverse workforce and community.	E	A/I
Additional Requirements	Willingness to work occasionally outside of contracted hours in the evenings and weekends subject to notice.	E	
	To comply with the requirement to carry out a DBS check on this role.	E	