

Role Profile

Job Title:	Public Health Principal, Gambling Harms	Grade: 14	Spinal Column
Department:	Public Health	Post no:	
Directorate:	Adults and Public Health	Location:	Perceval House or remote working

Role reports to:	Consultant in Public Health
Direct Reports:	Nil
Indirect Reports:	This post will supervise participatory researchers and may also provide activity-based supervision to public health trainees on the London Public Health Training Programme. This post will also provide activity supervision to public health trainees on the London Public Health Training Programme.

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.

JOB DESCRIPTION

PURPOSE OF ROLE:

This role will lead on gambling harms prevention work in Ealing. This will include leading an in depth Joint Strategic Needs Assessment (JSNA) on gambling harms, taking a population health and inequalities focused approach.

Operating at Principal level, the postholder will work with a high degree of autonomy to lead quantitative and qualitative analysis across children and adult populations, including the design and delivery of research, community engagement, and a participatory approach to the JSNA. This will include leading engagement with communities and partners to co-produce insights. The postholder will also build and manage complex partnerships and provide expert public health advice across the Council, NHS, voluntary and community sector, and wider partners.

The role will use the JSNA process not only to assess need, but to shape strategic priorities and system-wide action to address gambling harms through prevention and early intervention.

This will be delivered through leadership across a complex system, working with local, regional and national partners.

The nature of this post is one of continual development and the duties and responsibilities outlined in this job description may change from time to time to reflect the changing needs of the organisation.

KEY ACCOUNTABILITIES

1. Lead the development and delivery of a comprehensive Gambling Harms JSNA, using quantitative and qualitative methodologies to assess need, inequalities and priorities for action.
2. Establish and lead strategic oversight and governance arrangements for the JSNA, ensuring effective coordination, partner engagement and delivery across the system.
3. Collate, analyse and interpret complex epidemiological and population health data, including drawing on diverse datasets (e.g. health, crime, economic and social data) to build a comprehensive understanding of gambling harms.
4. Critically appraise national and local evidence and apply it to the borough context, demonstrating a strong knowledge base in public health practice and using this to inform strategy, policy and decision-making.
5. Provide expert public health advice across complex systems, shaping strategic direction and influencing partners to deliver population health improvement.
6. Maintain up-to-date specialist knowledge within the portfolio area and provide expert advice and strategic leadership across the Council and wider system.
7. Design and deliver surveys and other data collection tools to generate local insight into gambling behaviours, risk factors and impacts.
8. Lead the design and delivery of qualitative and applied research with residents and service users, ensuring lived experience informs the JSNA, strategy and service development.
9. Lead qualitative insight gathering with professionals and system partners (e.g. primary care, licensing, police), identifying system contact points, risks and opportunities for intervention.
10. Lead engagement and insight gathering with children and young people and education settings, including schools, to inform prevention approaches.
11. Oversee participatory research approaches, including recruitment, training and supervision of community or peer researchers, ensuring inclusive, ethical and governance-compliant engagement.
12. Ensure that all work is delivered in line with appropriate safeguarding, clinical safety and governance frameworks relevant to the portfolio.
13. Use JSNA findings to shape strategy, policy and commissioning priorities to prevent and reduce gambling harms.
14. Lead the development, commissioning, delivery and evaluation of evidence-based programmes and interventions, ensuring impact, reduction in inequalities and value for money.

15. Manage and monitor budgets, programmes and performance, ensuring effective delivery, robust governance and continuous improvement, drawing on strong project management, commissioning and financial management skills.
16. Lead, develop and manage complex multi-agency partnerships, convening and facilitating forums, steering groups and meetings to build shared ownership and embed a prevention-focused, system-wide approach.
17. Chair, facilitate and participate in multi-agency meetings, partnership forums and governance groups to support effective collaboration and delivery.
18. Lead and support the sharing of learning, evidence and best practice across partners, contributing to system-wide capability building and continuous improvement.
19. Represent Public Health at local, regional and national forums, contributing to senior-level discussions, influencing decision-making and deputising where required.
20. Develop and implement plans for ongoing monitoring of gambling harms beyond the JSNA, including establishing indicators, data sources and approaches to track trends and inform future action.

KEY PERFORMANCE INDICATORS:

Delivery of a high-quality Gambling Harms JSNA: JSNA completed and published to agreed timelines, integrating robust quantitative and qualitative evidence (including lived experience), with clear identification of inequalities and priority groups, and positive stakeholder feedback on quality and usability.

Effective system leadership and partnership working: Multi-agency governance established and sustained, with active engagement and contribution from key partners (e.g. NHS, licensing, police, VCSE, education), demonstrating shared ownership and improved system understanding of gambling harms and prevention opportunities.

Translation of evidence into action and impact: JSNA findings inform strategy, commissioning and delivery of evidence-based interventions, with a clear focus on reducing inequalities and achieving value for money, alongside an agreed framework for ongoing monitoring of gambling harms and outcomes.

KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):

1. Ealing Borough-Based Partnership (BBP)
2. Ealing Council (including Licensing, Planning, Community Safety, Children's Services, Adult Social Care and Economy)
3. Ealing Health Determinants Research Collaborative (HDRC) (Evidence and Learning for Health)
4. Residents and community representatives, including lived experience groups and participatory researchers
5. NHS partners and social care providers, including primary care and mental health services
6. Drugs and alcohol treatment and recovery services (across NHS and VCSE providers)
7. Voluntary, Community and Social Enterprise (VCSE) sector, including organisations working on gambling harms and wider determinants

8. Education partners, including schools and further education settings
9. Statutory and regulatory partners, including criminal justice partners
10. Office for Health Improvement and Disparities (OHID) and regional networks
11. Greater London Authority (GLA)
12. Other key stakeholders and partners with a remit for improving population health and reducing inequalities

AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):

1. People: This post currently has no line management responsibilities. The post will supervise participatory researchers and may provide activity-based supervision to public health trainees or apprentices as required.
2. Policy: This postholder will develop recommendations and policies, both universal and targeted, across systems, to improve population health outcomes across Ealing.
3. Financial: This post will manage and monitor a delegated budget responsibility as set by line manager.

PERSON SPECIFICATION

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the possible requirement to obtain a Disclosure and Barring Service (DBS) check.

For the purposes of this application, please refer to the entries in bold.

ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES

PLEASE ONLY ADDRESS THE CRITERIA MARKED WITH AN ASTERISK **

1. **** Demonstrates a strong knowledge base in public health and the ability to apply this in practice to inform strategy, policy and decision-making**
2. Ability to critically appraise and apply evidence from a range of sources to inform the development, delivery and evaluation of public health interventions.
3. ****Experience of leading public health or related needs assessments, strategy and policy, with a focus on reducing health inequalities and improving population outcomes.**
4. Experience and knowledge in relevant public health topic areas, with the ability to share learning, influence others and build capability across partners.
5. ****Experience of analysing and interpreting complex health and wider determinants data, including the integration of quantitative and qualitative evidence.**
6. ****Experience of designing, delivering and analysing qualitative research (e.g. interviews, focus groups, stakeholder engagement) to generate actionable insight.**
7. ****Understanding of participatory and co-production approaches, with the ability and willingness to develop and apply participatory research methodologies (e.g. peer research).**
8. ****Ability to engage effectively with residents and individuals with lived experience, ensuring their insights inform needs assessment, strategy and service design.**
9. ****Ability to work autonomously, maintain up-to-date specialist knowledge, and provide strategic leadership within a defined portfolio.**

10. Up-to-date knowledge of national public health strategy, policy and evidence, with experience of local implementation and monitoring.
11. ****Ability to develop and communicate complex information clearly and effectively to a range of audiences, through high-quality written and verbal outputs (e.g. reports, briefings, presentations).**
12. Strong experience of project management, commissioning and budget management, including planning and delivering complex programmes across organisational boundaries.
13. Experience of leading, developing and managing complex cross-sector partnerships, with strong influencing and negotiation skills.
14. ****Ability to plan, deliver and manage programmes and projects across short, medium and long-term timeframes, adapting plans and resources to deliver outcomes.**
15. ****Strong facilitation and leadership skills, including the ability to chair, facilitate and lead complex multi-agency meetings, governance structures and partnership forums.**
16. Ability to work collaboratively and creatively with partners to develop innovative, system-wide solutions to public health challenges.
17. Understanding and application of safeguarding, clinical safety and governance frameworks relevant to the role.
18. Awareness of ethical considerations in research and engagement, including informed consent, safeguarding, confidentiality and inclusive practice.
19. Commitment to continuous professional development, including maintaining specialist knowledge and developing new approaches (such as participatory and community-led methods).

ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION (e.g. HCPC)

1. **Masters or postgraduate diploma in Public Health or a related field, or equivalent experience**
2. **Experience in public health or related field**
3. **Good understanding and experience of the public sector, including experience of community development work with diverse population groups to improve health**



Values & Behaviours

Improving lives for residents	Trustworthy	Collaborative	Innovative	Accountable
• Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues	• Does what they say they'll do on time • Is open and honest • Treats all people fairly	• Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents	• Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures	• Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards