GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol Bae Abertawe
Swansea Bay University Health Board

Iechyd gwell Gofal gwell Bywyd gwell
Better health Better care Better lives

Executive Director of Public Health

Candidate information pack

August 2026

Hunter Healthcare

Welcome from the CEO

Thank you for taking the time to explore this opportunity to join Swansea Bay University Health Board. This is a pivotal moment for our organisation as we continue to strengthen the safety, quality and sustainability of care for the people of Swansea and Neath Port Talbot, while shaping the future of services across South West Wales.

Our ambition is clear: to create a healthier Swansea Bay, where people live well and age well, supported by high-quality care that is compassionate, equitable and delivered as close to home as possible. Our mission – **Better Health, Better Care, Better Lives** – reflects our commitment to prevention, early intervention, partnership working and continuous improvement.

Swansea Bay University Health Board is one of the largest employers in South West Wales, with around 14,700 staff, providing NHS services across Swansea and Neath Port Talbot alongside specialist tertiary services for patients from further afield.

Our organisational strategy, **A Healthier Swansea Bay**, sets out a clear vision for a population health organisation focused on prevention, reducing inequalities and improving access to care. We have made important progress, including improvements in planned care, but we are also clear-eyed about the scale of the challenge ahead: delivering sustainable services, reducing variation, strengthening community-based care and achieving financial balance while continuing to improve quality and experience for patients and staff.

We are honest about the challenges we face. Like health systems across Wales and the UK, we are responding to rising demand, workforce pressures, financial constraints, persistent health inequalities and the need to modernise how services are organised and delivered. At the same time, Swansea Bay has real strengths: dedicated colleagues, strong clinical services, important regional and specialist roles, committed partners and a clear strategic direction for the years ahead.

As a senior leader in our Health Board, you would be joining us at a time when visible, values-led leadership really matters. Through Organised for Success, we are aligning our structures, leadership arrangements and operating model to our strategy, strengthening accountability from Board to ward and enabling more clinically led decision-making.

Alongside this, Transforming for the Future – our refreshed Clinical Services Plan – will set out a clinically robust and financially sustainable model of care for Swansea Bay, informed by evidence on population health, demand and capacity, workforce, infrastructure, digital capability, quality, safety, inequalities and affordability.

We are looking for someone who brings strategic judgement, pace, humility and a strong commitment to public service values. Our organisational values – caring for each other, working together and always improving – are central to the way we lead, make decisions and support our colleagues.

You will need to be comfortable leading through complexity, working across organisational and system boundaries, and helping us make the difficult choices required to deliver safe, sustainable and high-quality care. Just as importantly, you will need to be a collaborative colleague: someone who builds trust, supports teams, challenges constructively and keeps patients, staff and communities at the centre of every decision.

If you are motivated by the opportunity to make a lasting difference in a complex, ambitious and values-driven health board, I hope you will consider applying. Thank you for your interest in Swansea Bay University Health Board. I look forward to hearing from you.

Abigail Harris
Chief Executive
Swansea Bay University
Health Board

About Us

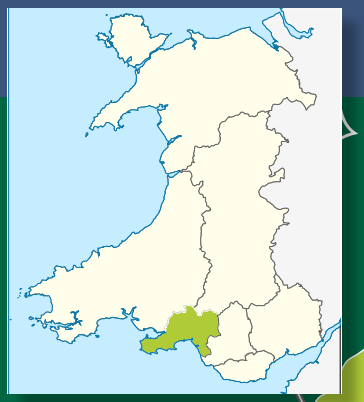
Swansea Bay UHB has a budget of £1.7bn and employs around 14,700 people, making us one of the largest employers in Wales. We provide NHS care for a population of around 390,000 across Swansea and Neath Port Talbot.

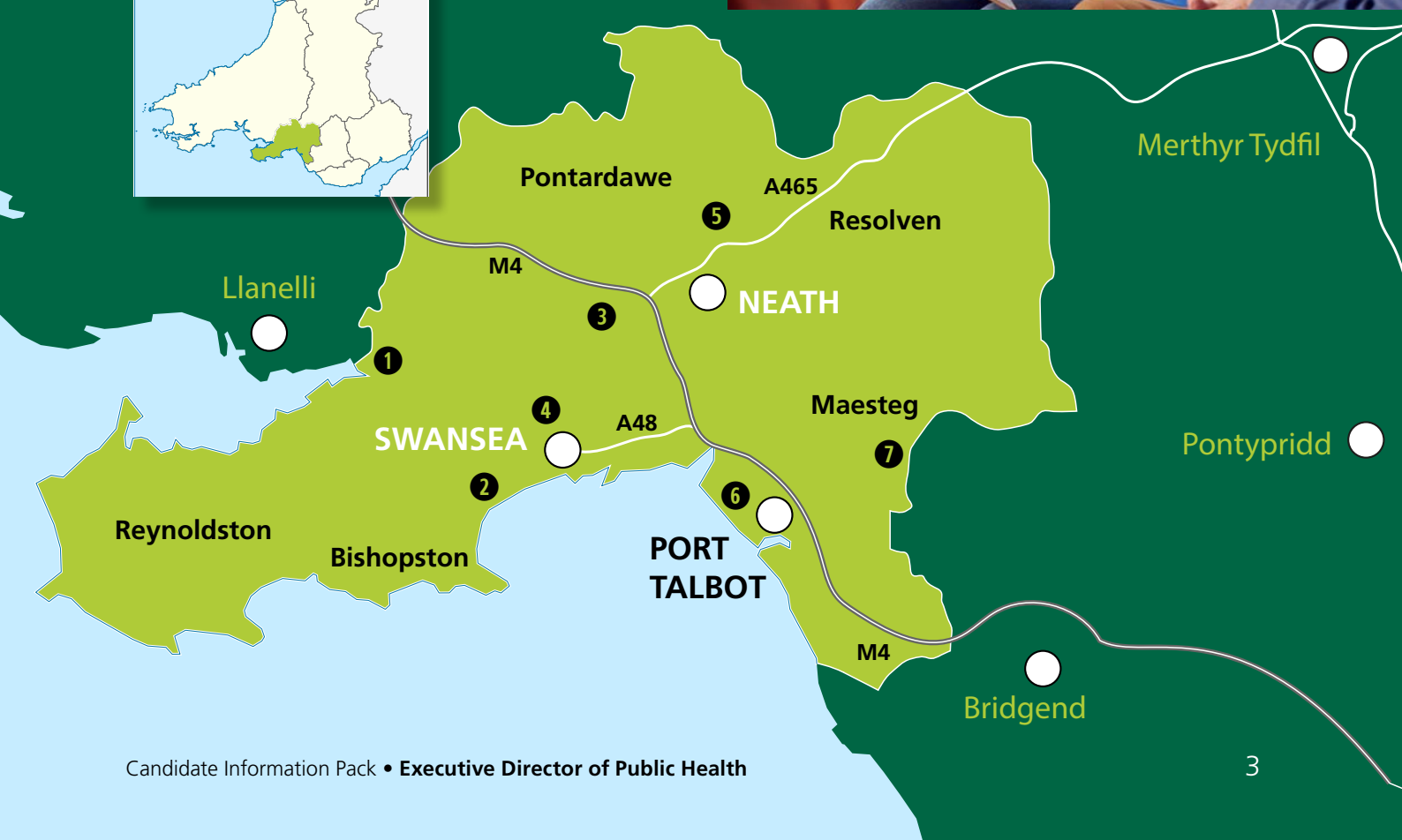
We offer a wide range of tertiary services to patients further afield, including burns and plastics, renal, cardiac surgery and specialist neonatal care. We have three major acute hospitals – Morriston, Singleton and Neath Port Talbot, and provide community and mental health care, along with commissioning primary care services

We have also set up the Southwest Wales Regional Joint Committee (RJC) with Hywel Dda UHB to provide joint leadership for planning, commissioning, and delivering services across the wider southwest Wales region.

Our strategic vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most. We are committed not only to treating illness, but to supporting wellbeing throughout people's lives.

By working with our communities and partners, we seek to tackle health inequalities, empower people to make informed choices, and foster environments where everyone can thrive physically, mentally, and socially.





Vision, Mission and Values

Our Vision

At Swansea Bay University Health Board, our vision is to create a healthier future for everyone in our communities where people live well and age well. We envision a future where everyone enjoys longer, healthier, and happier lives, where people are supported to remain active and independent for as long as possible and access high-quality care when they need it most.

Our ambition is to create a wellness-focused system that prioritises prevention, early intervention, and anticipates health needs. Care will be delivered as close to home as possible, reducing reliance on hospital services and enabling faster recovery when hospital care is necessary. We are committed to delivering seamless, equitable, and person-centred care that responds to what matters most to individuals and their families. Through strong partnerships with patients, communities, and stakeholders, we will tackle health inequalities and empower people to take control of their wellbeing.

We are committed to fostering a culture of continuous improvement, innovation, and inclusion where staff feel valued, supported, and inspired to deliver their best. Through research, education, and collaboration we will shape a smarter, more sustainable health service that is fit for the future.

We will make responsible decisions that prioritise environmental sustainability, financial integrity, and social responsibility. We will embrace digital transformation, harness technology, and redesign services to meet the changing needs of our population ensuring care is safe, effective, and equitable.

Rooted in compassion and driven by excellence, we are working together toward a future where the Health Board is recognised as a leading example of compassionate, forward-thinking healthcare and Swansea Bay is a place where everyone has the opportunity to thrive.

Our Mission

Our mission is simple yet powerful: to deliver better health, better care and better lives for the people we serve. This means helping individuals, families, and communities to live healthier, more fulfilling lives, preventing illness where we can and treating it swiftly, safely, and compassionately when we must.

Better Health means focusing on prevention, education, and early intervention. We work alongside our partners and communities to tackle the root causes of poor health supporting people to make informed choices, promoting mental wellbeing, and reducing health inequalities.

Better Care is about putting people at the heart of everything we do. We aim to deliver safe, timely, and personalised care which reflects what matters most for each individual. Whether at home, in the community, or in hospital, we strive to ensure every patient experience is grounded in dignity, respect, and excellence.

Better Lives reflects our wider commitment to supporting wellbeing beyond healthcare.

By collaborating with social care, education, housing, and voluntary sectors, we aim to create the conditions where people can thrive physically, mentally, and socially.

Together, this mission drives every decision we make, as we build a stronger, healthier and more equitable Swansea Bay.

As a Health Board, we recognise that our direct influence on people's overall health, wellbeing, and quality of life is limited. Many of the factors that shape health outcomes such as housing, income, education, and social connections sit beyond the boundaries of health services. Our strategy therefore focuses on the areas where we can make the most direct and meaningful impact, including the quality, accessibility, and effectiveness of care. However, we remain mindful of the wider determinants of population health and wellbeing.

We will use broader indicators such as the three below to inform our priorities, strengthen partnerships, and advocate for collective action that supports healthier lives and communities.

Our Values

Our values are those things which define our culture. They are the answer to the question: what is important to us? They serve as a reference point for everything we do and how we lead and manage the organisation.

Caring for each other in every human contact, in all of our communities and each of our hospitals.

- We are friendly, helpful and attentive. We welcome others with a smile.
- We see people as individuals. We do the right thing for every person and treat everyone with dignity and respect.
- We are kind, compassionate, patient and empathetic to the needs of others.

Working together as patients, families, carers, staff and communities so that we always put patients first.

- We communicate openly and honestly and explain things clearly.
- We take time to listen, understand and involve people. We value everyone's contribution, and we work with our partners to join things up for people.
- We are open to, and act on, feedback.
- We speak up if we are concerned.

Always improving so that we are at our best for every patient and for each other.

- We keep people safe and provide an efficient and timely service.
- We are professional and hold ourselves and each other to account.
- We choose a positive attitude, seek out learning and continually develop our skills and services.

Our Strategy

Our organisational strategy describes our commitment to building a healthier future for everyone in our communities, a future where people live well and age well, supported by high-quality care that is compassionate, equitable, and delivered close to home.

Our vision is clear: a healthier Swansea Bay where individuals enjoy longer, happier, and more independent lives, with access to the care they need when they need it most.

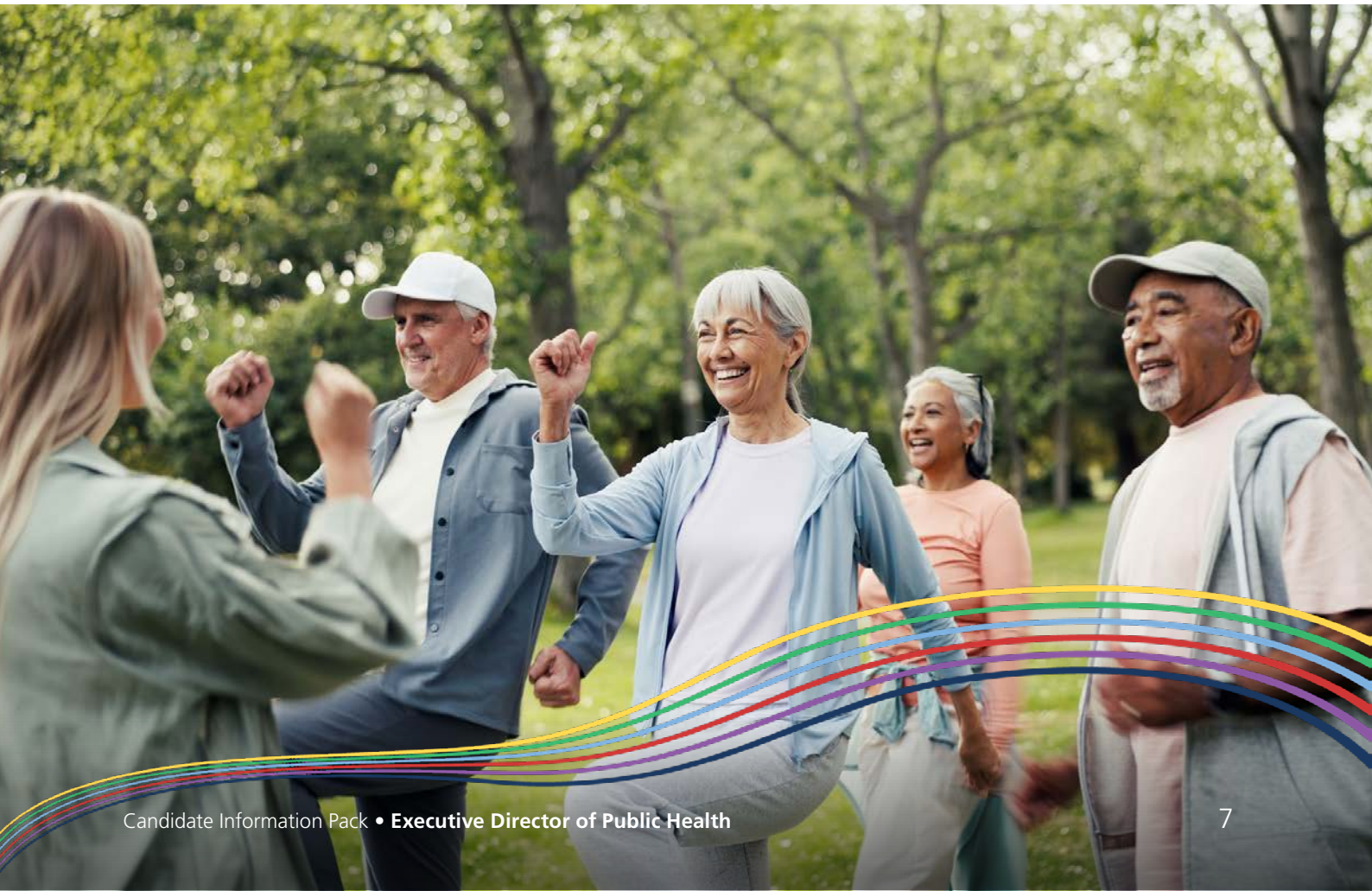
Swansea Bay UHB covers a population of around 390,000 in the Swansea and Neath Port Talbot areas. We have a budget of around £1.7bn, and we employed around 14,700 people.

We have three major hospitals providing a range of services: Morriston and Singleton in Swansea and Neath Port Talbot Hospital in Baglan, Port Talbot. We also have a community hospital and primary care resource centres providing clinical services outside the main hospitals.

Primary care independent contractors play an essential role in the care of our population and the health board commissions services from GPs, opticians, pharmacists and dentists across the area. We have 45 GP practices in our health board area, 58 dental practices including orthodontists, 32 optometry practices and 91 community pharmacies.

Mental health and learning disabilities services are provided both in hospital and community settings. Forensic mental health services are provided to a wider community which extends across the whole of South Wales.

Find out more about our strategy **here:**



Our People and Finances

Expenditure on primary healthcare services
£227,549,000

Expenditure on healthcare from other providers
£335,625,000

Expenditure on hospital and community health services
£1,178,189,000

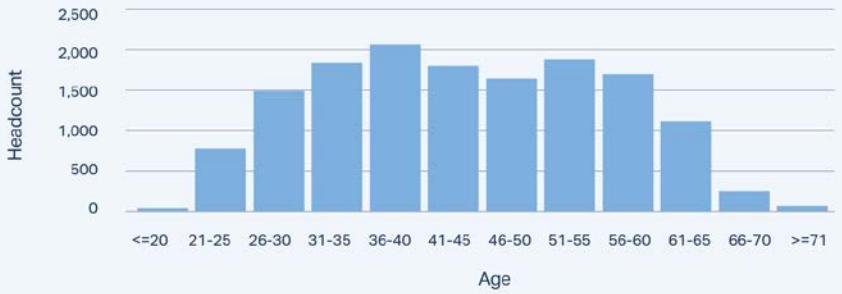
Capital Resource Allocation
£53,964,000

Revenue Resource Allocation
£1,375,303,000

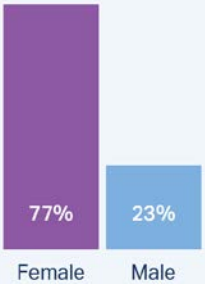
Gross Operating Costs
£1,741,363,000

Members of staff
14,649

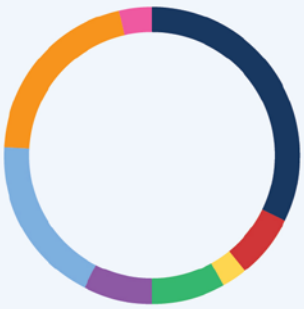
Age profile



Gender



Staff Group



32.7%	Nursing and Midwifery Registered	4,795
7.2%	Medical and Dental	1,061
2.7%	Healthcare Scientists	402
7.8%	Estates and Ancillary	1,152
7.7%	Allied Health Professionals	1,136
18.2%	Administrative and Clerical	2,673
19.9%	Additional Clinical Services	2,923
3.4%	Add Prof Scientific and Technic	507

Our Services

Services across our region

44 GP practices

63 Dental practices

90 Community pharmacies

32 Optometry practices

- H1 Gorseinon Hospital
- H2 Morriston Hospital
- H3 Singleton Hospital
- H4 Neath Port Talbot Hospital

Tertiary services

Examples of specialised care provided on a regional basis:

- **Cancer**, including our South West Wales Cancer Centre
- **Cardiac**, including complex surgery
- **Renal**, including dialysis
- **Burns and plastics**, including surgery and intensive care
- **Fertility services**, including IVF at the Wales Fertility Institute
- **Weight loss surgery**, including bariatric surgery
- **Maxillofacial surgery**, including cleft lip and palate surgery
- **Specialist neonatal care**, including the neonatal intensive care unit
- **Medium-secure mental health provision**, including the Caswell Clinic in Bridgend

Including tertiary services, in a single year across the Health Board there are:

78,157 ED attendances

138,315 Diagnostic procedures

60,746 Common Ailments Scheme Consultations

9,303 Referrals to local mental health services

161,840 Referrals from primary care

53,720 MIU attendances

30,178 Inpatient and daycase procedures

127,905 Eye care examinations

2,170,000 GMS consultations

33,063 Urgent dental care appointments

630,991 Outpatient appointments

283,416 District nursing visits

19,763 Calls to 111 press 2

786,782 GMS consultations were urgent or acute

4,100 Psychological therapy referrals

About the Area

Imagine having a senior career in a major university health board – and the sea at the end of your working day.

That is the proposition of Swansea Bay.

This is a part of Wales where city, coast and countryside come together unusually well. Swansea is a lively, ambitious city with a strong sense of identity, excellent restaurants, independent shops, galleries, theatres, live music and sport.

Its waterfront, marina and beaches are right on the doorstep, while Swansea University gives the city a genuinely international outlook and a thriving student and research community.

And then there is the Gower. Britain's first designated Area of Outstanding Natural Beauty begins virtually on the city's doorstep, opening up miles of spectacular coastline, beautiful beaches, cliffs, woodland and countryside.

Rhossili, Three Cliffs Bay and Oxwich are among the places that make this one of the UK's most remarkable coastal landscapes. Inland, the valleys, waterfalls and mountains of South Wales provide endless opportunities for walking, cycling, mountain biking and exploring.

For families, there is plenty to recommend the area. Swansea and the surrounding communities offer a broad choice of schools, while Swansea University provides a strong higher-education presence. Housing is also an important part of the proposition.

Compared with many parts of southern England, your money goes considerably further, whether you are looking for a city apartment, a family home near good schools, a coastal property or somewhere surrounded by countryside.

Swansea Bay is also better connected than its spectacular setting might suggest. The M4 provides easy access across South Wales and into England, with Cardiff around an hour away and Bristol approximately two hours by road.

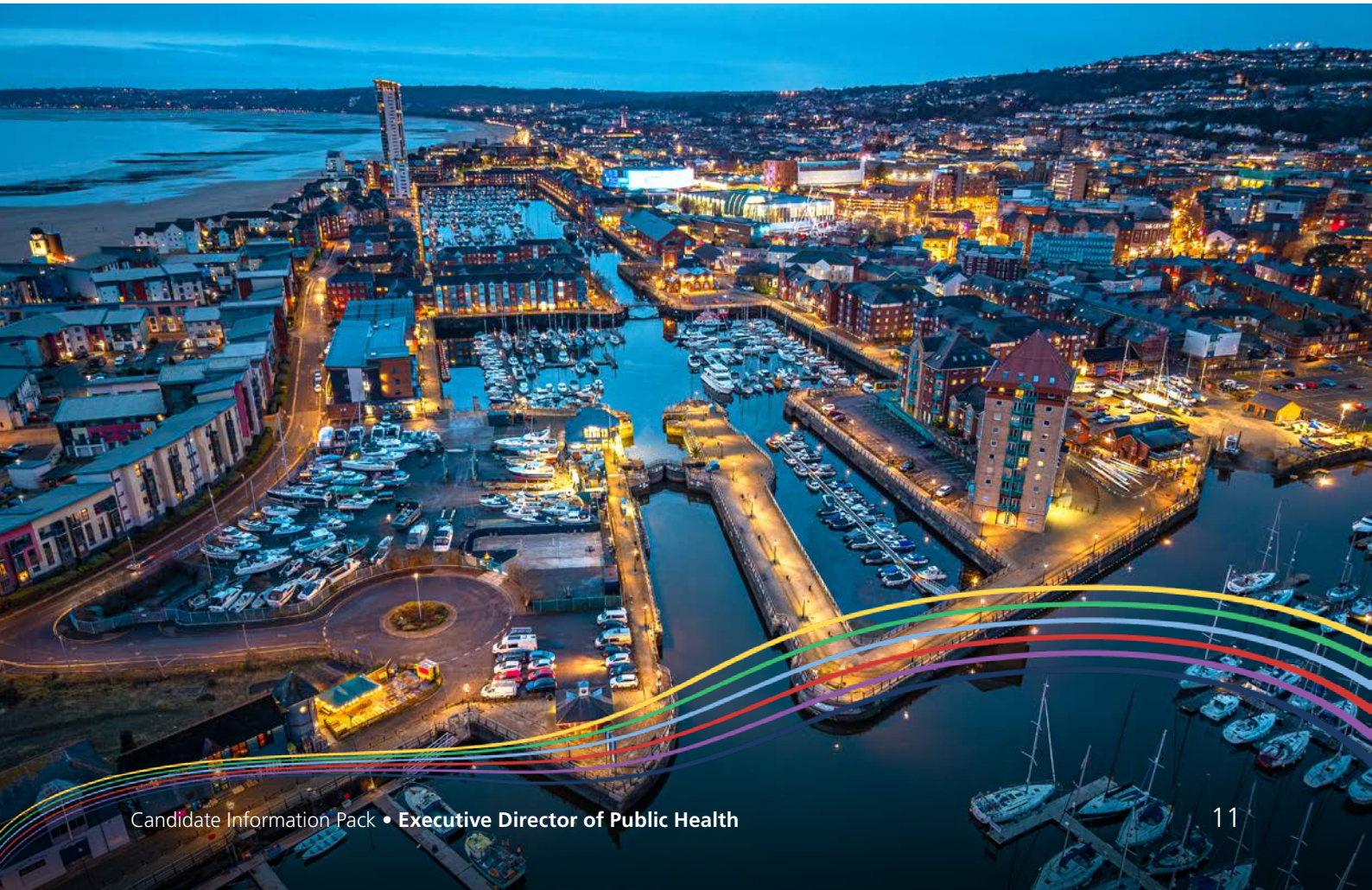
Direct trains connect Swansea with Cardiff, Bristol and London, making the capital accessible for meetings, culture or simply a change of scene.

Most importantly, this is a place where professional ambition and quality of life do not have to compete with one another.

Swansea Bay University Health Board is a major employer and healthcare organisation, serving communities across Swansea and Neath Port Talbot and working alongside academic, research and wider public-sector partners.

So if you are looking for your next senior leadership challenge, why not choose somewhere you would actually want to live?

In Swansea Bay, you can make a difference at work – and, five minutes later, be walking beside the sea.



Job Description

Job Title:	Executive Director of Public Health
Hours:	TBC
Reports to:	Chief Executive Officer
Accountable to:	Swansea Bay University HB (SBUHB) Chief Executive and Board for the delivery of its public health objectives.Chief Medical Officer, Welsh Government for professional matters
Base	Health Board Headquarters, Baglan Port Talbot

Key Relationships

- SBUHB Board Public Health Wales
- Senior clinicians, directors and management team of the LHB. Other NHS organisations
- Local Authorities
- Local and national voluntary organisations Members of the Stakeholder Reference Group Members of the Professional Forum
- Staff representatives and trade unions Professional and regulatory bodies Patients/ service users and their relatives/carers The public
- Llais
- Local partnerships Media
- Independent contractors
- Educational institutions (higher and further) Postgraduate Dean
- Advisory committees
- MSs, MPs, Ministers and WG officials
- NHS Wales Performance and Improvement
- Members of the National Advisory Board and National Delivery Group

Remuneration and Terms and Conditions

As determined by the LHB Remuneration and Terms of Service Committee within the Policy Framework set by the Welsh Government.

Safeguarding Children Training

Level 2

Job Summary/Job Purpose

The Executive Director of Public Health is the system leader for improving the health and wellbeing of residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Executive Director of Public Health is the principal adviser to the Health Board and partners, with a leadership role spanning health improvement, health protection and healthcare public health.

In order to deliver their responsibilities on behalf of the residents of Swansea Bay, the Executive Director of Public Health will need to be a visible system leader and be expected to use all the resources at their disposal to ensure that the local public health system is able to tackle the full range of determinants of health affecting communities, to improve population health. Working with local communities, he/ she should be able to inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities.

The fundamental purpose of the role is to provide the leadership to drive improvements in the health and wellbeing of the residents of Swansea Bay to reduce inequities and inequalities in health outcomes and, working in collaboration with Public Health Wales, to protect local communities from threats to their health through infectious diseases, environmental and other public health hazards.

In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health Competencies (see below) and the person specification.

Key aspects of the role will be to:

- Operate strategically as a member of the corporate management/executive board and across the Health Board influencing policy and practice
- Act as a leader across the local system of public services, influencing change and enabling a culture of continuous improvement in health and wellbeing, innovation and evaluation
- Utilise the public health resources imaginatively and cost effectively across all domains of public health in order to improve health and wellbeing of local communities and reduce inequalities in health outcomes
- Accountable for ensuring an organisational wide approach to population health management, from primary care through clusters and across secondary care
- Accountable for leading the Health Board's approach to increasing focus on disease and illness prevention as part of the population health management approach
- Accountable for both the shaping and delivery of the public / population health and wellbeing agenda taking account of the national agenda and benchmarking (using the national outcomes frameworks; public health, NHS and social care)
- Deliver an independent annual report on the health and wellbeing of local communities for publication, to stimulate debate and/or action by the Health Board and partner
- Lead executive for the Population Health Committee of the Board
- Communicate proactively with the Chief Medical Officer on risks to public health, significant clinical and public health incidents and issues that relate to medical or public health professions

The Executive Director of Public Health will be an integral part of public health services in Wales and will be actively involved in the development of the specialty of public health and any wider developments in the field of public health.

As an executive officer member of the Board, the director will hold corporate responsibility jointly with other Board members for the strategic direction, corporate policy making and development and delivery of SBUHB objectives and annual delivery priorities.

There will be an opportunity to develop an academic role and/or natural leadership role according to the qualifications, interests and experience of the postholder.

The Director of Public Health will be supported in fulfilling their role by accessing the specialist public health resources of Public Health Wales, with which they will also share their expertise to maximise resilience.

The job description will be subject to review in consultation with the postholder and in the light of the needs of the Health Board as the employing organisation.

Key Tasks and Responsibilities of the Post

- Champion, advocate and provide leadership to the Health Board, influencing and shaping the strategic agenda to ensure it reflects a population health and inequalities approach at all levels of the organisation. This will include supporting the development and implementation of the Health Board's clinical services plan
- To be SBUHB executive lead for the Well-Being of Future Generations Act
- Act as the public health executive lead for local authorities within the local health community boundary
- Work closely with other SBUHB directors to embed public health approaches across all domains of the Health Board's responsibilities
- Provide specialist public health advice to SBUHB Board and staff including public health implications of service reconfiguration
- Develop and lead a strong LHB public health team / function which will provide specialist, technical public health expertise in support of the LHB's strategic aims and will provide integrated and effective public health technical advice and expertise to inform and deliver services
- Lead the Health Board's regional population health programme jointly with the Hywel Dda's Executive Director of Public Health which forms a key component of the South West Wales Regional Joint Committee between Hywel Dda and Swansea Bay Health Boards
- Work closely with Public Health Wales and other relevant organisations to ensure high levels of local resilience
- Lead on local population needs assessment and drawing in expertise and support from Public Health Wales where necessary
- Identify the appropriate public health support required locally from national bodies and Public Health WalesParticipate in the executive on call arrangements

In fulfilling the responsibilities outlined above, the postholder and their team will undertake the following tasks:

Surveillance and assessment of the population's health and wellbeing

- To lead programmes to improve health and wellbeing and reduce inequalities and inequities
- To assess the health needs of the local population and provide gap analysis, and develop plans to respond to the priorities identified, to inform the Health Board's wellbeing objectives
- To receive, interpret, provide and advise on epidemiological and statistical information about the health of population to SBUHB, Local Authority and voluntary organisations
- To produce as required by the Board, detailed analysis of the health status of the local population
- To inform the proper design, development and utilisation of major information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population
- To produce an evidence-based independent annual report on the health of the population of SBUHB

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- To be the executive lead for prudent healthcare and to champion the delivery of evidence-based services and the provision of high quality, care for patients / service users in accordance with NHS standards for services in Wales, within the resources available
- To provide expert public health advice and leadership to support and inform an ethical evidence-based approach to planning
- To develop high-quality equitable services, across primary, secondary and social care and across sectors including local authorities, voluntary organisations, etc
- To provide expert advice to support evidence-based planning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health
- To foster a culture that embraces and recognises the opportunities for the utilisation of new evidence based clinical and service technologies, and preventative action

Health and Social Care Quality

- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas whist responding to changing needs
- To measure and analyse existing services and provide evidence-based recommendations
- To collate and evaluate evidence of good practice to inform health board policies, plans and strategies
- Working with other SBUHB executive directors to support the delivery of an integrated healthcare system across primary, secondary and community sectors that:
  - delivers improved population health and wellbeing
  - supports the implementation of key legislation related to public and population health such as the Well-Being of Future Generations Act
  - is in line with prudent healthcare principles
  - reduces inequalities; and
  - Improves patient safety
- To work with others to improve the quality and scope of health outcomes achieved by primary care
- To work with others to develop a whole systems model and care pathways that provide for a focus on primary care and community-based service solutions

Health Improvement

- To lead strategically the development and implementation of SBUHB's work to reduce health inequalities and improve population health
- To support and inform local service design, delivery, and health improvement through the use of an evidence-based approach
- To be responsible for designated areas of health improvement programmes, public health surveillance or population screening
- To be responsible for developing and implementing the Health Board's approach to population health management, working with partners and colleagues across the health system, working closely with both primary care and secondary care colleagues
- To direct and line manage the work of the public health team to provide specialist technical expertise and integrated, effective public health services
- To build and maintain close working relationships with local government and other key organisations to deliver local health improvements
- To lead action to tackle issues of health inequality with local communities and vulnerable and hard to reach groups
- To provide strategic leadership to reduce health inequalities and improve health through local strategic partnerships
- To work with primary care, local authorities and local communities to develop their public health capacity and capability
- Work in partnership with Public Services Board colleagues and other key strategic fora to tackle the social determinants of health across SBUHB

Health Protection

- To ensure that the health of the local population in relation to communicable disease, infection control, environmental health and emergency planning is safeguarded, with clear and contemporary plans in place which are regularly reviewed, tested and update
- To work locally and nationally to meet statutory responsibilities
- To ensure effective arrangements exist to cover regional health board health protection functions as required by Welsh Government.
- To undertake the duties of the SBUHB Director of Public Health as set out in the Wales Outbreak Control Plan, including attending Incident Management Team (IMT) meetings or arranging appropriate representation and mobilising SBUHB's resources to fulfil actions agreed by an IMT to prevent and control the spread of communicable disease in the UHB's area
- To be the responsible executive director for the SBUHB vaccination programme ensuring high uptake across all relevant population groups, equity of uptake across population groups and leading the delivery of a surge vaccination programme as required in response to a new mutation of the virus
- To be the executive director responsible for organisation of SBUHB's response to the emergence of a new High Consequence Infectious Disease

Public Health Intelligence

- To work closely with the Public Health Observatory within Public Health Wales to analyse and evaluate quantitative and qualitative data and research evidence to inform decision-making
- To work in partnership with the Executive Director of Planning, Performance and Partnerships to ensure a robust and clear approach to the collection and use of data to provide information, intelligence and insight required for planning and operational delivery
- To work with Public Health Wales and other organisations to strengthen local and national public health intelligence and information capacity and capability
- To identify and implement health outcome measures, care pathways/protocols and guidelines for service delivery across patient pathways for the local population
- To monitor the quality of patient care against national and local indicators, and escalating issues of concern when necessary
- To work in collaboration with Public Health Wales, other HBs, local government and other agencies on programmes to improve population health intelligence

Policy and strategy development and implementation

- To ensure that SBUHB's activities support the implementation of the Population Health Strategy and the organisation's overall strategic agenda
- To support the production and delivery of the local Health, Social Care and Wellbeing Strategies, and other relevant local strategic plans
- To work in collaboration with Public Health Wales, other LHBs, local government and other agencies on programmes to improve population health
- To lead inter-agency and interdisciplinary partnership working to develop strategic plans for health improvementTo provide strategic leadership in the delivery of key public health actions and targets
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability
- To communicate effectively on public health issues in close collaboration with a range of agencies/ stakeholders including Public Health Wales
- To lead or support Health Board transformation programmes as agreed by the Board and Executive Board ensuring delivery of key milestones, outcomes and outputs

Service Delivery

- To provide strong and effective leadership by inspiring others with a clear strategic vision and direction for the operational performance and delivery of services
- To direct the work of the Public Health Team including direct line management of the Deputy Director of Public Health
- To challenge conventional approaches and drive forward transformational change, demonstrating a commitment to creating a learning organisation culture informed by public health science, research, mathematical modelling and quality improvement methodology
- To maintain and improve own knowledge, learning and ability to excel in the role, setting an example for others
- To lead, coach, develop, and retain a high-performing senior management team with an emphasis on developing capacity and capability

Service Improvement

- To lead, with the Executive Director of Planning, Performance and Partnerships and the Chief Operating Officer, on the integration of local health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets
- To support the implementation of NICE/ National Service Frameworks or equivalent national standards/guidance and frameworks
- To support and where appropriate, lead the developments of clinical networks, clinical governance and/or audit
- To provide specialised evidence-based advice on preferred treatment options or protocols for individual patients

Governance

- To support effective organisational arrangements and capacity that enables SBUHB to meet its strategic aims within a framework of strong, effective governance. This should be consistent with the standards of good governance set for the NHS in Wales, which are based on the Welsh Government's Citizen Centred Governance Principles
- To ensure that the Health Board's activities are in line with the Welsh Government legislation relating to public health and wellbeing
- To be the responsible SBUHB executive director for the Health Board's duties under the Socio-Economic Duty of the Equality Act
- To ensure a clear line of governance between the SBUHB Board and decisions made by Swansea and Neath Port Talbot Public Service Boards with respect to improving and protecting population health and reducing health inequalities

Public Health Strategic Leadership

- To develop and lead a strong team able to provide integrated and effective public health services
- To communicate effectively with the public and UHB partners on public health issues in close collaboration with Public Health Wales
- To ensure the Integrated Medium-Term Plan (IMTP) adequately reflects the Health Board's population health priorities and Ministerial priorities, with clear and ambitious plans for delivery
- On behalf of SBUHB provide public health leadership to the Area Planning Board for Substance Misuse
- To ensure that job planning and appraisal for the Deputy Director for Public Health is conducted

- To ensure that effective financial and budgetary management is in place and that resources are used for maximum benefit
- To direct and line-manage the work of the public health teamTo act as gatekeeper to Public Health Wales, scoping requests and minimising duplication
- To ensure that job planning and appraisal for all line managed staff is conducted

Education, Research and Development

- To undertake and commission literature reviews, evaluative research surveys, audits and other research to inform service development and reduce health inequalities
- To develop links with Swansea and Trinity St David's Universities and other academic centres and the Public Health Observatory to ensure UHB service development is based on sound information, research and evidence baseTo develop public health capacity through contributing to education, training and development within SBUHB, and within the wider NHS and non-NHSworkforce
- Encourage the training of public health trainees by supporting the named placement supervisors, training leads and the wider team to undertake training and training related activities including dedicated CPD if requiredTo contribute to a range of national learning events and 'Team Wales' events and offer additional specialist masterclasses and workshops where required
- To deliver Board development sessions and programmes within the Health Board and support clinical and other relevant leadership programmes as necessary, in order to facilitate a learning and patient safety culture
- To input directly to the professional development of other public health staff in Wales
- To ensure that appropriate public health education is in place for staff within the SBUHB

Ambassador for the LHB

- To contribute to NHS Wales strategy development and delivery and actively engage in work at a national level
- As one of the cadre of senior leaders within Wales, to contribute to the wider health and organisational agenda of NHS Wales and Welsh Government
- The Executive Director of Public Health will act as an ambassador of the LHB and NHS Wales

OTHER RESPONSIBILITIES

- To ensure a critical mass of specialist expertise the Executive Director of Public Health may be required to input to other LHBs and local authorities in particular specialist areas, or on an all-Wales basis. Public Health Wales will manage and coordinate this inputThe postholder will be required to participate in the Gold on call rota.
- The postholder may be required to undertake other relevant duties, including the operational lead for specific services and localities, as required by the Chief Executive Officer.

PERFORMANCE APPRAISAL

- Performance will be appraised and objectives agreed on an annual basis with the Health Board's Chief Executive Officer and the Chief Medical Officer, WG, in their role as Director of Public Health for NHS WalesPerformance will be appraised in conjunction with the NHS Wales Leadership Qualities Framework, NHS Wales Executives Behavioural Competency Structure

The Executive Director of Public Health will pursue a programme of CPD/CME, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC Specialist Register/GOG specialist list in dental public health/UK Public Health Register or other specialist register as appropriate.

Person Specification

	Essential	Desirable
Education	• Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR). • If included in the GMC/GDC Specialist Register in a specialty other than Public Health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health medicine practice. • Public health specialist registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within six months of gaining entry at the date of interview; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers. • Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised bodies. • MFPH by examination, by exemption or by assessment.	• Master's in Public Health or equivalent.
Personal Qualities	• Transformational and visionary leader. • Commitment to adding public health values to corporate agendas. • Strong commitment to public health principles. • Able to prioritise work and work well against a background of change and uncertainty. • 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.	
Experience	• High level project management skills. • Excellent staff and corporate management and development skills. • Experience of working in complex political and social environments. • Excellent change management skills. Budget management skills. • Demonstrable personal track record of delivering strategy, plans and outcomes in practice and making an impact in improving the health of communities. • Experience of working as a Board member on more than one setting/type of Board arrangement. • Demonstrate track record in delivering complex targets and objectives to tight deadlines.	• Minimum of three years' experience of public health practice at senior level. • Training and mentoring skills, scientific publications, presentation of papers at conferences, seminars etc. • Relevant Board-level management experience in a variety of health/social care settings with evidence of effective partnership working.

	Essential	Desirable
Skills	• Strategic thinker with proven leadership skills. • Excellent oral and written communication skills (including dealing with the media). • Effective interpersonal, motivational and influencing skills. • Ability to respond appropriately in unplanned and unforeseen circumstances. • Good presentational skills (written and oral). • Sensible negotiator with practical expectation of what can be achieved. • Substantially numerate, with highly developed analytical skills using qualitative and quantitative data. • Computer literate. • Ability to design, develop, interpret and implement policies. • Ability to concentrate for long periods (e.g. analyses, media presentations). • Resource management skills. • Excellent staff and corporate management and development skills. • Ability to engage with people and professionals at a number of levels. • Demonstrable listening skills with the ability to analyse information and incorporate into relevant plans and strategic documents. • Ability to work in a task-focused way to deliver objectives and outcomes successfully. • Ability to translate strategic aspirations to operational realities with an approach focused on delivery and completion of tasks. • Ability to work across the clinical/non-clinical areas ensuring that both perspectives are appropriately included in strategies and plans. • Ability to work in a way that ensures an appropriate balance between national, regional and local commitments. • Ability to network in a range of arenas but to maintain a focus on tasks and the agreed local health and wellbeing priorities at all times.	

Behavioural Framework

- Applicants should download the NHS Wales **Behavioural Framework Structure** for this role before applying

	Essential	Desirable
Knowledge	• High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. • Full understanding of and commitment to addressing relationships and cultures of organisations that impact on the wider determinants of health. • Full understanding of and commitment to delivery of improved health through mainstream NHS activities. • Understanding of NHS and local government cultures, structures and policies. • Knowledge of methods of developing clinical quality assurance, quality improvement and evidence-based clinical and/or public health practice. • Understanding of social and political environment. • Understanding of interfaces between health and social care. • Clear understanding of the role that council services can make to health and wellbeing in the city. • A clear understanding of the role and contribution that the voluntary and private sectors can make to health and wellbeing in both cities.	
Personal Attributes	• Ability to travel between sites.	• Ability to speak Welsh.

How to Apply

The closing date for applications is **20 September 2026**.

Applications should include:

- A **covering letter** explaining why the appointment interests you, how you meet the appointment criteria and what you specifically would bring to the post (**ideally no more than two pages**).
- **A Curriculum Vitae (CV)** with education and professional qualifications and full employment history. Please include daytime and evening telephone contact numbers and email addresses. The CV should include names and contact details of three referees covering the last six years of employment. References will not be taken without your permission (**ideally no more than three pages**).
- You will need the following reference code: **SBUHB-EDPH-0826**

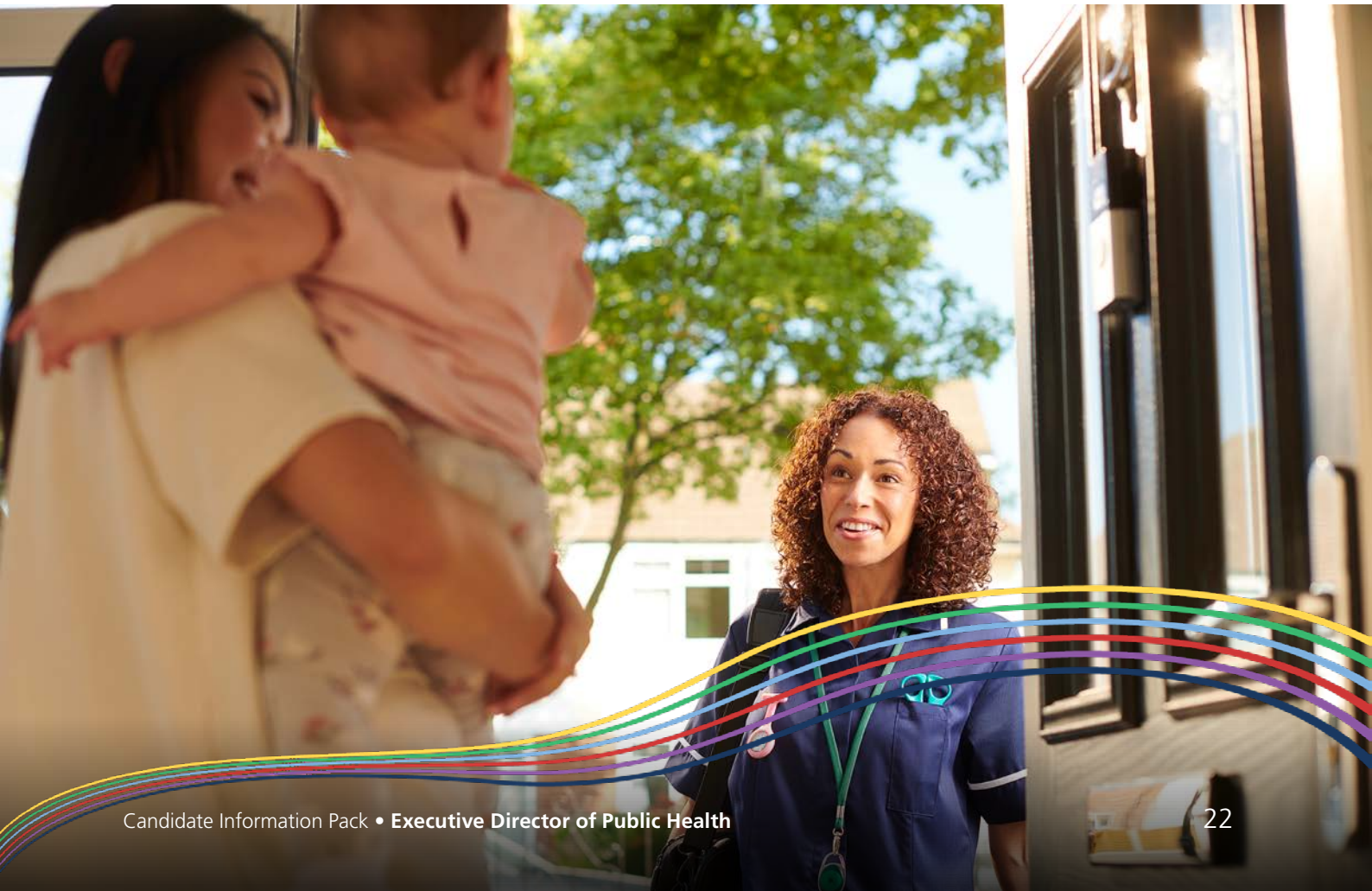
All applications will be acknowledged.

For an informal conversation about the post please contact Isobel Harrop at our recruitment partners, Hunter Healthcare by email: **iharrop@hunter-healthcare.com** or phone: **07566 766706**

CLICK HERE TO APPLY ONLINE

KEY DATES:

Application deadline	21 Sept 2026
Longlisting	w/c 5 Oct
Shortlisting	w/c 19 Oct
Stakeholder sessions & interviews	w/c 9 or 16 Nov



GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol Bae Abertawe
Swansea Bay University Health Board

Iechyd gwell Gofal gwell Bywyd gwell
Better health Better care Better lives

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