

JOB DESCRIPTION

Post Title: Public Health Intelligence Lead		Service: Public Health Service		Office Use
Grade: Band 11		Workplace: County Hall		JE ref: Z190
Responsible to: Deputy Director of Public Health or Senior Public Health Manager (TBC)		Date: April 2025	Manager Level	HRMS ref:
Job Purpose:. Lead the public health intelligence function to provide high quality analytical support to the Public Health Team and wider stakeholders, undertaking highly complex data analysis, interpretation and presentation of public health data, ensuring information governance standards are upheld. Lead on the strategic identification and development of novel digital solutions to support public health activity across the LA. Identify and exploit opportunities to link data sets across the council to support unified data platforms. To support the provision of evidence based commissioning processes and performance management frameworks.				
Resources	Staff	Directly responsible for two Public Health Analysts Band 6&7 and any trainees/students		
	Finance	Responsibility for preparing, monitoring and reporting on specifically allocated budgets		
	Physical	Day-to-day responsibility for allocated resources, PC, office equipment etc. and maintenance of information. Management of data and intelligence, including complex and sensitive and personal level data.		
	Clients	In order to ensure service delivery through contract monitoring, responsible for providing regular, support, guidance and training, for staff delivering services in 74 community pharmacies, 44 GP practices in conjunction with the locally developed public health portal, Public, NCC employees and external partnerships (ICB, OHID, Primary care, ADPH).		
<div>1. Lead on the provision of public health input into LA decisions on digital strategies, policies, procedures and platforms.</div> <div>2. Lead on the provision of data and evidence to support the delivery of the LA’s statutory responsibilities to improve health and wellbeing and reduce inequalities;</div> <div>3. Lead on the design, development and utilisation of information and intelligence systems to underpin public health improvement and action across disciplines and organisations, using both quantitative and qualitative data to inform decision making for long term impact.</div> <div>4. Identify and implement new ways in which intelligence and digital solutions can contribute to the strategic objectives of Public Health and the wider Council, where appropriate</div> <div>5. To apply specialist analytical and statistical methods to potentially highly complex data from a variety of sources to routine and ad hoc analytical projects and tasks.</div> <div>6. Responsible for the development of digital solutions to ensure all relevant data across the system is available to provide intelligence to aid commissioning</div> <div>7. In order to develop long term strategies, in conjunction with public health commissioners, and other stakeholders, to facilitate planning and strategic decision making to improve health and wellbeing for the population of Northumberland. This will also include the need investigate and resolve varied and highly complex information management queries where there are a number of options available to achieve an end solution.</div> <div>8. Applying new products and tools to the Northumberland context and review their utility and impact.</div> <div>9. Supporting the commissioning of research and development to ensure evidence based public health practice, appropriate and safe service delivery models and improved health outcomes.</div> <div>10. Using technology and appropriate software packages as an aid to planning, implementation and performance monitoring, presenting and communicating information.</div> <div>11. Being a system leader for public health intelligence, creating networks and collaborations to improve knowledge and decision making.</div> <div>12. Analysing, investigating and resolving varied complex information management queries where there are a number of options available to achieve an end solution.</div> <div>13. Taking the lead role in developing the JSNAA and providing analytical support for JSNAA topics, and other key needs assessments including the Pharmaceutical needs Assessment,</div> <div>14. Taking lead responsibility for the co-ordination of data required to complete statutory public health returns to key stakeholders in an accurate and timely manner.</div> <div>15. To identify and implement new ways in which information can contribute to the objectives of the Public Health Service.</div> <div>16. To support the submission of the Data Protection and Security toolkit</div> <div>17. To develop a systematic approach to performance indicators for the Public Health Service.</div> <div>18. To make proposals on information and reporting systems, in order to improve user working practices and procedures.</div> <div>19. Identifying issues relating to data quality and collaborate with data providers to implement processes and procedures which define and address these data quality issues.</div> <div>20. To ensure a comprehensive knowledge management framework is in place. Along with developing tools for statistical and epidemiological analysis.</div> <div>21. To ensure a robust system is developed in relation to the Public Health Outcomes Framework and associated frameworks.</div> <div>22. To provide a single point of contact for Public Health staff and relevant partners in relation to data issues.</div> <div>23. To establish and maintain ICT information systems, including databases, analysis software (SNAP, SPSS) and GIS, and to order/obtain data and new software, as required.</div> <div>24. To provide mapping services by production of standard geographical maps and analysis of geo-spatial data using software such as GIS.</div> <div>25. To maintain a high level of competence in the use of data analysis software and developing skills in the use of new software when required.</div> <div>26. To present highly complex statistical information to a variety of audiences and communicates complicated information management issues to a range of partners, including non-specialists</div> <div>27. To identify and implement new ways in which information can contribute to the Public Health Service, Corporate Plan and other key organisational strategies.</div> <div>28. To quality check outputs against alternative data sources to ensure high standards of accuracy.</div> <div>29. To be the primary contact, lead and manage assurance for public health information governance, and advice and support the Director of Public Health to deliver their role as Caldicott Guardian.</div> <div>30. To develop local information quality and data sharing protocols.</div> <div>31. Responsible for development and maintenance of intelligence databases.</div> <div>32. To develop locality and County wide data to provide illustrative area maps of key indicators and associated socio-economic factors to support local decision making on deployment of resources.</div> <div>33. To undertake highly complex analysis of performance data as required, from both internal and external sources.</div> <div>34. To act as information lead on specific projects and task groups.</div>				

35. To provide core offer support to the ICB, by providing high level analytical information which will assist the ICB in developing long term strategies to improve health and wellbeing for the population of Northumberland. 36. To produce high quality written, tabular and graphical outputs and up-to-date publications and marketing/promotional material to a high quality, in a format to different users’ needs 37. Produce publications and updated information for use on websites as required. 38. To collect and maintain performance management information relating to commissioned Public Health interventions, which through development and interpretation of local health profiles, frameworks and datasets will help inform public health commissioners in developing long term strategies to improve health and wellbeing for the population of Northumberland. 39. Provision of summary data and outputs from tools such as ‘Outcomes Benchmarking’ to support commissioning decisions and strategic plans. 40. Provide the necessary skills and knowledge, and population relevant health service intelligence to carry out Health Equity Audits and Health Needs Assessments 41. To undertake and advise colleagues on the undertaking of surveys, research and best practice. 42. Responsibility for monitoring specifically allocated budgets. 43. To take part in professional development and training as identified and to attend relevant conferences/ seminars/workshops as and when requested. 44. To directly manage the Public Health Analytical Team, undertaking appraisals and advice and initiate training and development as required, organise workload. To assist in the supervision and mentoring of any Apprentices/Public Health Specialty Registrars and other professionals. 45. Ensure that public health intelligence contributes to the wider council policy development 46. Manage and store data from local and national organisations to comply with information governance standards 47. Represent the Public Health Service on Groups, such as Information Governance Working Group and Digital Board 48. Other duties appropriate to the nature, level and grade of the post.	
Work Arrangements	
Transport requirements: Working patterns: Working conditions:	The post has a county-wide remit, therefore this post requires frequent attendance at county-wide sites. The post also requires regular attendance at regional sites and occasional attendance to national sites. Normal office hours but flexi-hours will apply subject to the availability of adequate cover. Office administration / use of monitor. Delivery of activity / presentations to communities and or professionals. Prolonged periods of enhanced concentration when dealing with highly complex analysis of data and development of reports.

PERSON SPECIFICATION

Post Title: Public Health Intelligence Lead	Director/Service/Sector: Public Health Group	Ref:
Essential	Desirable	Assess by
Knowledge and Qualifications		
Masters- level qualification that includes Epidemiology and Public Health Information, Geographic Information Systems, , or equivalent extensive experience in a public health analytical setting. Working knowledge and experience of infographic development and data visualization and application to a range of public health issues and functions Information Governance qualification IT knowledge / Qualifications – Excel, PowerPoint, Word, Databases and similar Evidence of continuing personal and professional development Understanding of main health inequalities and the social determinants of health. Extensive knowledge of information management and analysis Extensive knowledge of statistical techniques and methodologies and best practice. Extensive knowledge of data security and confidentiality issues. Knowledge of current public health policy and landscape	Evidence of experience working with Government statistics in a Local Authority setting. Additional relevant qualifications beyond the essential Registration as a Public Health Practitioner with UKPHR	(A/I)
Experience		
Extensive experience of analysis of highly complex and varied data Experience of working in a job that requires advanced analytical skills within a Public Health Service Experience working with website content management systems Experience of developing data sharing agreements and corporate information governance policies Experience of using mapping software to produce point and thematic maps	Experience of preparing, considering and submitting work proposals and tenders. Project management skills	(A/I)

<p>Knowledge of ICD coding</p> <p>Significant experience of information management and analysis within Public Health and commissioning</p> <p>Experience of working in a job that requires analytical skills within a Public Health Service</p> <p>A high level of experience and skill in interpreting users’ requirements and good problem solving ability</p> <p>Recent application in a public health context of coding</p> <p>Recent experience of creating and updating performance monitoring templates, providing local performance reports and infographics from national, regional and local data sources</p> <p>Involvement in performance monitoring process development</p> <p>Recent experience in development of needs assessments, including analysis of data and information</p> <p>Experience of JSNA process development</p> <p>Recent experience in providing profiling for discrete populations and demographics</p> <p>Evidence of good communication, telephone and ICT skills</p> <p>Recent experience of having of research, information and intelligence issues, techniques and best practice, using the appropriate statistical analysis to interpret and present data from multiple sources.</p> <p>Aware of Data Protection principles and requirements in relation to the monitoring of health interventions.</p> <p>Experience of working with public and private sector organisations.</p> <p>Evidence of strategic thinking – the ability to anticipate and problem solve.</p> <p>Experience of working in a multi-disciplinary environment with both statutory and voluntary/community sector agencies</p> <p>Experience of leading complex projects</p> <p>Experience of managing staff</p>		
Skills and competencies		
<p>Ability to analyse highly complex varied quantitative and qualitative data, where material may be conflicting.</p> <p>Recent evidence of skills in using maps and interactive dashboards e.g. Instant Atlas</p> <p>Excellent skills in critical appraisal, data analysis and interpretation.</p> <p>Experience of creating and giving presentations drawing on complex health intelligence, to a varied group of internal and external stakeholders.</p> <p>Sufficient maturity to handle situations as they arise, including dealing with enquiries from partners, other organisations, employers, councillors and members of the public.</p> <p>Makes rational judgements from the available information and analysis. Monitors performance against deadlines and milestones</p> <p>Knowledge and understanding of a range of ICT software e.g. Excel, Access, GIS, SPSS, Advanced keyboard skills with high accuracy.</p>	<p>Has a professional approach to project/task management.</p> <p>PowerBI Training</p> <p>Advanced ICT skills.</p> <p>Ability to manage risks and provide appropriate reporting.</p> <p>Ability to successfully operate in a politically sensitive environment. Data visualisation and/or infographic skills</p>	(A/I)
Physical, mental, emotional and environmental demands		
<p>Commitment to high standards of professional performance.</p> <p>Normally works from a seated position with some need to walk, bend or carry items.</p> <p>Need to maintain general awareness with prolonged periods of enhanced concentration.</p> <p>Contact with public/clients/ partners and internal employees, which at times requires the need to use highly developed negotiation and persuasion skills</p> <p>Ability to work to strict deadlines, dealing with conflicting demands and interruptions, prioritising workload effectively.</p> <p>Ability to support staff, resolving conflict, motivating and managing change, which at times may be unpleasant and disagreeable</p>		(A/I)
Motivation		
<p>Able to work effectively both as part of a team and on own initiative</p> <p>Displays a methodical approach.</p>		(A/I)

Dependable, reliable and keeps good time. Displays and encourages high standards of honesty, integrity, openness, and respect for others. Willingness to acquire new skills and abilities. Can work with minimum direct supervision. Able to exercise discretion and seek advice when necessary Assists with the training and mentoring of less experienced staff Manages own time effectively Tackles problems systematically Ability to work under pressure to meet deadlines Credible with other officers and able to gain their commitment		
Other		
The post has a county-wide remit, therefore this post requires frequent attendance at county-wide sites. The post also requires regular attendance at regional sites and occasional attendance to national sites.	Ability to fulfil the transport requirements of the post.	(I)

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits

The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.