

Management Group: Adult Social Care and Health

Department/Section: Public Health

Job Title: Public Health Intelligence Analyst

Reports to: Senior Public Health Intelligence Specialist

Grade: Bexley 13

Purpose of the job

The Public Health Intelligence Analyst will contribute to the health intelligence function within the specialist public health service. This function is pivotal to effective public health. The postholder will support the development of public health and population health management approaches within the emerging integrated care system, working in partnership with council and NHS intelligence functions, providing timely analysis, evaluation, and intelligence to support collective planning and delivery.

Principal accountabilities

Implementation

To contribute to specific projects that provide health intelligence to enable a full understanding of health needs in the area, address health inequalities, determine priorities for action and support commissioning decisions. They will actively disseminate findings from a wide range of analyses and maintain a cooperative and transparent approach to their production.

To provide high quality and often complex information from a range of sources, appropriately analysed and interpreted for use at operational and strategic levels to support and inform decision making.

To provide public health statistical and epidemiological advice to the organisation and other strategic partnerships, including the South East London Integrated Care System.

To contribute to the continuous improvement of health intelligence in terms of scope and quality. They will be able to advise others in their decision-making processes based on sound public health knowledge and evidence. The postholder will undertake research to support health intelligence objectives.

To provide and interpret high quality and complex health intelligence and advice to inform decision making across the council and Integrated Care System.

To engage in partnerships with key parties and organisations, including the Integrated Care System, sharing sound public health knowledge and evidence, and understanding their contribution to improving health outcomes and tackling inequalities.

To support the development of health and business intelligence services and systems and the implementation of these for the London Borough of Bexley.

To develop a detailed knowledge and solid understanding of the local population characteristics and actively disseminate the findings, use tools and datasets often developed and maintained by the core teams to provide robust intelligence for stakeholders.

Maintain an excellent knowledge of population health methods including the appropriate application of statistical and epidemiological techniques, and their strengths and weaknesses.

Have a broad appreciation of datasets relating to health, healthcare, and wider determinants; metadata including data standards and geospatial resources; and sources of evidence in the academic literature.

Demonstrate strong practical ability in data manipulation, management, and quality assurance of both aggregate and record-level datasets.

Provide specialist population health data analysis delivering interpretation, narrative, and visualisation across a range of media and to a range of audiences, via spreadsheets, maps, Power BI dashboards, web pages, and traditional briefings.

Use excellent communication skills to present complex analyses to a range of stakeholders from specialist and non-specialist backgrounds.

Organisational Control and Development

Take ownership of delegated tasks, actively managing and communicating priorities and risks.

Contribute to strategic and operational development, drawing on specialist expertise in public health.

Store and transmit data in accordance with data protection, Caldicott Guardian, freedom of information systems and confidentiality principles.

Participate in intelligence networks to share and develop resources, knowledge, and skills in order to improve the efficiency, effectiveness and accessibility of information and intelligence. Maintain knowledge of national information developments as part of continuous professional development.

Comply with Council policies, Standing Orders, financial regulations and other requirements.

Comply with the Data Protection Act and confidentiality policies.

Adhere to all legislative and national and local policy in relation to Public Health Services.

To achieve agreed service area outcomes and personal appraisal targets with line manager.

To undertake training and constructively participate in meetings, supervision, seminars, and other events designed to improve communication and assist with the effective development of the post and post holder.

Work within a flexible framework to meet the demands of the service outside usual office hours and travel as required.

Take responsibility for maintaining a staff presence to respond to unplanned calls or events, by partaking in rotas or other cover arrangements.

Carry out any other duties as might be required within the remit and responsibilities of the post.

Personal Effectiveness

Keep abreast of relevant national information developments as part of continuous professional development.

To deal promptly with all matters requiring the post holder's personal attention.

To engage in effective working relationships and productive partnerships with all the relevant partners, including those in e.g., education, health, social services, Independent and voluntary sectors.

Communicate with and establish and maintain relationships with other members of the Public Health Team, a range of other groups or individuals seeking help, advice or information on epidemiology, statistics, statistical methods research, or survey or questionnaire design related to public health.

To demonstrate through personal and professional example a commitment to equality of opportunity for all groups of staff and service users, and to challenge discrimination, racism, sexism, and other forms of unjust behaviour.

The post holder is expected to be committed to the Council's core values of public service, quality, equality, and empowerment and to demonstrate this commitment in the way they carry out their duties.

NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.

Person Specification

Department/Section: Adult Social Care and Health

Job Title: Public Health Intelligence Analyst

The skills and knowledge described in the person specification are underpinned by the [Public Health Skills and Knowledge Framework \(PHSKF\)](#).

Selection Criteria	Essential/ Desirable (E/D)	Method of Assessment (see key)
(a) Education and formal training Specialist knowledge and experience of public health statistical techniques and procedures, acquired through undergraduate qualification or equivalent experience. A postgraduate qualification in a numerate or data/computer science subject, or public health. Demonstrated commitment to ongoing professional development.	E D E	A A I
(b) Relevant technical experience, knowledge & skills/abilities Knowledge of public health intelligence and analysis Knowledge of population health data sources such as vital statistics, clinical data, demographics, wider determinants, and reference data, and their limitations Practical experience of accessing, appraising, and manipulating complex datasets. Knowledge of public health analytical techniques relating to comparing populations and expressing uncertainty and significance	E E E E E	A/I A/I A/AT A/AT A/I

Excellent analytical skills and experience of utilising multiple sources of information to provide specialist population health data analysis, interpretation and presentation, utilising spreadsheets, maps, and analytical tools.	E	A/I
Proven experience of working cooperatively with a range of both internal and external stakeholders.	E	A
Working knowledge of at least one dashboard software package (Tableau, Power BI etc.)	E	A/I
Experience of adhering to strict data security and confidentiality standards	E	A/I
Ability to work within teams within a flexible work environment	E	A/I
Ability to effectively prioritise a portfolio of delegated tasks	D	A
Working knowledge of at least one database querying or statistical programming language (SQL, R, SPSS etc.)	D	A
Knowledge of commissioning processes, from strategy and policy development, intervention design, procurement to performance management and evaluation		
(c) Other Additional Requirements		
English Language Requirements for Public Sector Workers. Include these criteria where it is an intrinsic and regular part of the role to speak to members of the general public either face-to-face or over the telephone: Ability to speak with confidence and accuracy, using accurate sentence structures and vocabulary.	E	A

• Ability to choose the right kind of vocabulary for the situation in hand without a great deal of hesitation. • Ability to listen to customers and understand their needs. • Ability to tailor your approach to each conversation appropriate to the customer, responding clearly even in complex situations. Very occasional evening work, for example presenting at key Council meetings.	E	I
Working to level 5 in the Skills for Health Career Framework for Public Health	D	A/I

KEY:

I = Interview, A = Application Form, AT = Ability Test, PQ = Personality Questionnaire,

P = Presentation, PE = Practical Exercise, DBS = Disclosure & Barring Service, DL = Driving Licence

Applicants will be assessed against these criteria and the following high-performance indicators throughout the recruitment process.

High Performance Indicators

Values	Behaviours for staff	Behaviours for managers
Innovation	I respond flexibly and adapt to changing demands I am prepared to take managed risks to achieve better outcomes I ask 'What if...?' to develop fresh thinking and innovative approaches to generate and implement solutions to improve performance and challenge the status quo	I routinely look for innovative and cost-effective ways to improve performance and customer service I champion change and deal successfully with ambiguity, enabling people to see positive and exciting possibilities for the future I take calculated risks based on available evidence and my professional judgement to learn and try new things
Leadership	I demonstrate a clear sense of purpose and direction, in line with organisational objectives I am willing to take difficult decisions My personal actions promote a positive image of Bexley	I take responsibility for my service and for making things happen to make a difference to my service users I create an environment where staff can thrive and show I value and trust staff, give praise and recognise good work I inspire, lead and encourage staff to move forward
Collaboration	I show respect for others and value contributions from internal and external partners and customers I recognise the right solution, regardless of who initiated it I seek out and work with partners who can help me achieve the outcomes and objectives I need to deliver	I encourage the feeling that the team is a collective unit with shared goals I engage with service partners and other areas of the Bexley organisation to understand the demands on others and seek solutions as One Council I network internally and externally

Listening and Responding	I acknowledge other people's viewpoints and work with them to find a win-win solution I prepare and present information anticipating questions and problems I adapt my style to the audience and their needs, using the most appropriate communication channels	I seek regular service user feedback and review customer data to shape service improvements I ask staff for ideas on how to improve our service and how I can improve as a manager, listen to them and act on them I empower staff to make decisions and changes to improve value for money, customer service and productivity
Open and Accessible	I see issues from the customer / user perspective I monitor customer feedback and level of satisfaction with the service they receive, and use this to improve and pre-empt customer needs I seek to build and maintain positive relationships with customers and partners	I am accessible to my service users, customers, staff and Members I communicate and share a clear vision for the bigger picture as well as specific service areas I outline what is expected of individuals and their contribution to the whole, and am consistent in my expectations
Impact	I prioritise my activities and resources to focus on those which have the most impact for residents I take responsibility for making things happen and achieving my objectives I make decisions and clear recommendations based on my professional opinion and experience, informed by a range of information and evidence	I design services that provide value for money and deliver our outcomes, informed by evidence I produce, prioritise and adapt plans to meet changing requirements I set interim goals to achieve notable wins on the way to larger objectives I deal with poor performance