

Job Description

Job Title	Senior Public Health Knowledge and Intelligence Specialist
Grade	PO13
Reporting To	Senior Manager Public Health Intelligence
JD Ref	C&C0014P

Purpose

This post is part of the Public Health Intelligence Team, which acquires, analyses, and disseminates evidence and intelligence from a wide range of local and national sources. Managing the Public Health Analyst team and working closely with the Qualitative Insight team manager, the post-holder will help ensure the timely provision of evidence to inform policy, strategic and operational decision-making, and performance monitoring and evaluation of Public Health programmes and commissioned services aimed at improving health and reducing inequalities.

The Public Health business planning process will define specific priority areas of focus, and the postholder will have the specialist technical knowledge and skills required to provide and oversee intelligence and analytical support to programmes of work across the breadth of Public Health priorities including health protection, health improvement and healthcare Public Health, adapting as necessary to service requirements and priorities.

The post-holder will ensure robust systems and processes are in place to provide Public Health intelligence support and advice on the acquisition, use and interpretation of evidence and intelligence to support effective, intelligence-led system working to improve population health and reduce health inequalities within and across Wirral.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Senior Public Health Knowledge and Intelligence Specialist duties & responsibilities:

- Provide specialist advice on, and undertake, epidemiological techniques and methodologies to assess and describe current population health, model and forecast future trends. Ensuring reliable interpretation of data trends, health determinants and statistical variation.

- Ensure robust statistical analysis and interpretation appropriate to audience is available, producing written reports and papers and presentations to clearly disseminate key findings and to inform strategic decision-making.
- Manage the Public Health Analysis team and to plan and manage the analyst work programme which includes undertaking health needs assessments, health equity audits, health impact assessments, service evaluations and audits, population health profiles and performance monitoring of key health improvement and health protection indicators.
- Contribute to the development of a strong culture of evidence-based decision-making across the Public Health department, wider council and across system-wide strategic partnerships.
- Contribute to research and development, which supports health and wellbeing priorities for Wirral and impacts on national, regional and local policies.
- Lead on the Public Health analysis input to the Joint Strategic Needs Assessment (JSNA) programme, supporting the scoping and data analysis requirements of deep-dive JSNA chapters and annual summary documents.
- Co-ordinate and support the collation and presentation of comparative local, regional, national and international information on the health status and determinants of health of the population of Wirral.
- Contribute to the evaluation of the effectiveness and population impact of key strategic priorities, interventions, and commissioned services. Helping to develop and embed processes to ensure that programmes and services deliver value for money, are of high quality and result in improved outcomes for Wirral residents. This will involve using a range of techniques and approaches including health economics and prioritisation methodologies.
- Manage relevant and accessible data sources, developing an information resource within the Public Health department and producing interactive data dashboards where appropriate.
- Develop relationships with colleagues across council directorates to facilitate the sharing of data and information and to support the production of joint pieces of work.
- Prioritise own work and that of the Public Health Analysis team and support the Senior Manager Public Health Intelligence where there is a need to allocate and re-allocate tasks, situations or staff.
- Further develop, refine and embed processes to help systematically identify information needs of enquirers and respond appropriately. Communicating complex information effectively where there is no precedent or where leading opinions may conflict.
- Contribute public health epidemiology and analysis to the Public Health Annual Report.
- Ensure that public health data held by the Public Health team is properly processed, stored and deleted and adheres to statutory requirements.
- Support compliance with the Data Protection Act and Caldicott Principles, in relation to public health information, including the development and review of agreed protocols in relation to information exchange between the Public Health department and other internal directorates or external organisations.



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Team Leadership and Management:

- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.
- Responsible for the line management of the Public Health Intelligence Analysts. Includes responsibility for HR, development (including training) work output related issues.
- Provide leadership within the organisation, promoting and advocating the use of high-quality intelligence advice/guidance to inform decision making and improve population health and health and care services. At almost all levels will have management, supervisory or coaching and training responsibilities for less experienced staff and, sometimes, external stakeholders.
- Responsible for managing complex intelligence projects.
- Plan, manage and deliver on a range of projects requiring potentially complex analytical input, and involving internal and external stakeholders, negotiating and agreeing the most appropriate data/intelligence output, initiating, and planning workloads and setting delivery timescales.
- Exercise a substantial degree of independent professional responsibility and discretion in relation to all aspects of public health intelligence, for example data knowledge and management, data and statistical interpretation, research and evaluation and comparison of a range of options to make a judgement.

Communication, Engagement and Training:

- Prepare and deliver presentations to partners, peers and agencies to provide a clear understanding and direction of key intelligence and evidence to aid strategic decision-making.
- Contribute to the local and national translation of health intelligence outputs (e.g., the widening gap in life expectancy) through awareness raising, oral presentations and written briefing or reports.
- Use a variety of methods (including written briefings and oral presentations) to interpret and communicate outcomes of highly complex data analysis (e.g., disease epidemiology) to both non-statistical and statistical professionals and stakeholders, determining the appropriate level of complexity according to the needs of the audience (e.g., clinicians or elected members).
- Ensure reports, briefings and other documents are produced as required and to the appropriate standard and style to communicate internally and with a wide range of partners.
- Contribute to the development and delivery of training and professional development in public health intelligence for internal staff, elected members, and for external partners.



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Data Analysis and Decision-Making:

- Apply knowledge, experience, and judgement to provide intelligence to others on complex, contentious or ambiguous service, resource or other significant issues.
- Resolve highly complex queries where there is more than one possible answer and where leading opinion may conflict and provide expert judgement in deciding the most appropriate solution in the given situation.
- Contribute to the development and management of all Public Health contracts and wider joint commissioning through data analysis support and evaluation to ensure that they deliver value for money and improved outcomes for Wirral residents.
- Horizon-scan wider organisational context and external environment to identify implications for the strategic and operational delivery of the Public Health Intelligence work programme.
- Apply specialist analytical, statistical and epidemiological methods to potentially highly complex data from a variety of sources to routine and ad hoc analytical projects and tasks.

Performance Management:

- Contribute intelligence and evaluation support to the long-term programme and strategy for the Health and Wellbeing Board; helping to ensure that the strategy addresses identified local priorities supported by intelligence and evidence as identified in the public health business plan, WBC strategic plans, and the plans of key partners.
- Pro-actively contribute to the monitoring and evaluation of the evidence-based issues of all commissioning related budget/targets.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.
- Ensure the confidentiality and security of all information that is dealt with in the course of performing duties is in accordance with the requirements of the Data Protection Act (2018).

Other:

- Any other duties commensurate with the grade.



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Role Specific Knowledge, Experience And Skills

Qualifications

- Educated to degree level in a Public Health related subject or specialist public health knowledge acquired over a significant period or through extended specialist training.
- *Desirable* - Higher degree or postgraduate qualification relevant to Public Health or evidence of equivalent qualification to Master' level.

Knowledge & Skills

- Ability to analyse, interpret and present conclusion drawn from highly complex statistical/epidemiological information, for a variety of internal and external audiences.
- Computer literacy including Microsoft and advanced skills in Excel/SQL, R, and statistical packages such as SPSS.
- Excellent written and verbal communication skills, conveying a credible, confident and professional image to small and large audiences.
- Knowledge of public health infrastructure including NHS, UKSHA, Local Authority, regional and national structure. Understanding of public health practice and health protection and health improvement/health inequalities.
- Ability to work collaboratively with a wide range of individuals and organisations
- Ability to prioritise work and work to tight and demanding deadlines.
- Excellent influencing, negotiation and persuasion skills to achieve change.
- *Desirable* – A thorough knowledge of working with health and care information sources.
- *Desirable* – Ability to use Geographical Information Systems (GIS) such as MapInfo to present small area data.

Experience

- Experience of providing epidemiological information and support to a range of partners, including council department, commissioners, and NHS partners or the Voluntary, Community and Faith sector.
- Experience of producing and developing aspects of the Joint Strategic Needs Assessment process.
- Experience of undertaking a range of Public Health intelligence-led projects including Health Needs Assessments, Health Equity Audits, Health Impact Assessments, service evaluation and supporting the development of Public Health Annual Reports.
- Experience of undertaking audits, research, and surveys.
- Experience of different research methods and experience of advising on appropriate research approaches and statistical methods to support needs assessment and evaluation.
- Understanding of GDPR, Data Protection, confidentiality and data sharing and storing procedures in the public sector.
- Line management experience or experience of supervising staff.
- *Desirable* - Management of complex intelligence projects.
- *Desirable* - Experience of managing large data sets and designing information systems and/or dashboard to present this information in user-friendly manner.



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- *Desirable* - Experience of developing, leading and sustaining multi-agency partnerships.
- *Desirable* - Experience of undertaking systematic evidence reviews and the critical appraisal of evidence, ideally within a public sector environment.

Additional Information

Ability to travel across the Borough and work from various locations.

Work hybrid, with a flexible working approach to accommodate service needs.

Expected to work from a fixed location (subject to change).

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Work with VDUs (Video Display Unit) (>5hrs per week)

Approved By: Beverley Murray, Senior Manager, Public Health Intelligence Team, Public Health

Date Of Approval: 20/08/2024



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