

Job Description

Job Title	Public Health Knowledge and Intelligence Analyst – ASC Specialist
Grade	PO4
Reporting To	Senior Public Health Knowledge and Intelligence Specialist
JD Ref	C&C0106P

Purpose

This post is part of the Public Health Research and Intelligence Team, which acquires, analyses, and disseminates evidence and intelligence from a wide range of local and national sources.

This primary purpose of this post is to provide specialist Public Health analytical input into a programme of work designed to understand and mitigate the rising trend in demand for adult social care services.

The post-holder will work closely with Consultant in Public Health, and Adult Social Care and NHS colleagues to establish the best approach for delivering a programme of work which will enable evidence-based recommendations for addressing demand for adult social care to be made.

The Public Health business planning process may define specific further priority areas of focus, and the postholder will have the specialist technical knowledge and skills required to provide 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.

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.

Public Health Knowledge & Intelligence Analyst – ASC Specialist duties & responsibilities:

- Review work undertaken locally and by national bodies (e.g. Health Foundation) to identify and provide specialist advice on best practicable approach and methodology to project likely future trend in need for services and the drivers of that demand.
- Undertake appropriate epidemiological analyses to assess and describe current patterns of health and drivers of demand for services, model and forecast future trends. Ensuring reliable interpretation of data trends, health determinants and statistical variation.

- Undertake detailed analysis of local data and use appropriate methods to generate potential scenarios and model likely impact.
- Review local service delivery models and care pathways against available evidence of best practice in order to evaluate effectiveness and identify opportunities for improvement over the short to medium term.
- Review evidence and provide recommendations to support longer-term strategy to help maximise healthy ageing and reduce demand for adult social care.
- Establish processes for on-going monitoring of new approaches and care delivery models and design appropriate evaluation framework to assess impact
- 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.
- 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.
- Provide Public Health analysis input to the Joint Strategic Needs Assessment (JSNA) programme, supporting the scoping and data analysis requirements of deep-dive JSNA chapters related to older people and populations potentially in need of services provided by Adult Social Care.
- 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.
- Develop relationships with colleagues across council directorates and with NHS partners and local academic organisations, as appropriate, to facilitate the sharing of data and information and to support the production of joint pieces of work.
- Contribute public health epidemiology and analysis to the Public Health Annual Report as required.
- 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.

Leadership and Management:

- Design and manage complex intelligence projects.
- Plan, manage and deliver on projects requiring 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 analysis, for example data knowledge and management, data and statistical interpretation, research and evaluation and comparison of a range of options to make a judgement.
- Through continuous improvement strengthen the tools, practices and impact of the service.



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Communication, Engagement and Training:

- Prepare and deliver presentations to partners, peers and agencies to provide a clear understanding of key intelligence and evidence to aid decision-making.
- Contribute to the local and national translation of health intelligence outputs through awareness raising, oral presentations and written briefing or reports.
- Use a variety of methods 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.
- Engage effectively with all relevant partners, including for example; local academia, and national specialist bodies and groups, to ensure the programme of work draws on, and benefits from, a multi-agency approach and a range of expertise.
- Contribute to the development and delivery of training and professional development in public health intelligence for internal staff, elected members, and for external partners as appropriate.

Data Analysis and Decision-Making:

- Apply specialist analytical, statistical and epidemiological methods to highly complex data from a variety of sources to routine and ad hoc analytical projects and tasks.
- 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.
- Horizon-scan wider organisational context and external environment to identify implications for the strategic and operational delivery of the Public Health Intelligence work programme.

Performance Management:

- Ensure appropriate performance management of all aspects of the programme of work.
- Establish processes for on-going monitoring of new approaches and care delivery models and design appropriate evaluation framework to assess impact.

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).



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Other:

- Any other duties commensurate with the grade.

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.
- Knowledge and ability to undertake predictive analysis and scenario generation
- 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.
- 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 analysing Adult Social Care data and undertaking reviews of service delivery models and care pathways
- 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.
- Experience of undertaking systematic evidence reviews and the critical appraisal of evidence, ideally within a public sector environment.



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- Understanding of GDPR, Data Protection, confidentiality and data sharing and storing procedures in the public sector.
- 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.
- *Desirable* - Experience of developing, leading and sustaining multi-agency partnerships.

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: Tracy Flute AD/Consultant in Public Health

Date Of Approval: Insert date 26th September 2025



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