

## JOB DESCRIPTION

|  |                                    |                        |  |
|--|------------------------------------|------------------------|--|
| <b>Job Title</b>   | Public Health Intelligence Analyst |                        |  |
| <b>Directorate</b>   | Public Health                      |                        |  |
| <b>Reporting to</b>  |                                    |                        |  |
| <b>Grade</b>   | 11                                 |                        |  |
| <b>Evaluation ref:</b>   | AG1162                             | <b>Job Family ref:</b> |  |
| <b>Role Purpose</b>  |                                    |                        |  |
| To develop public health intelligence tools and support public health commissioners to drive evidence-based decisions, identify and reduce health inequalities, and improve population outcomes.   |                                    |                        |  |
| <b>Accountabilities</b>  |                                    |                        |  |
| <p>Design, own, maintain and develop data collection, cleansing and quality assurance systems and processes in collaboration with service leads and practitioners. As appropriate use this information to complete statutory submissions. Provide training and refresher sessions to operational staff on following these processes.</p> <p>Design, own, maintain and develop reports, dashboards, mapping, databases and webpages to support commissioning and operational needs and public facing information. Develop live operation case management and prioritisation reporting, as required.</p> <p>Provide data and analytical input to public health led Health Needs Assessments, Health Equity Audits, Evaluations and Service Needs Assessments. Lead on writing draft sections or whole drafts where necessary.</p> <p>Liaise with customers within the public health team, council and external partners and attend contract review and engagement meetings. Advise, direct and inform the decision making around project implementation and data capture and recording.</p> <p>Maintain a knowledge of customer work intentions and need is current and give advice on improving projects, campaigns, provider data and performance monitoring.</p> <p>Respond to and manage ad-hoc enquires and bespoke analysis requests from service providers, commissioners, academic institutions, members of the public, Councillors and other partner organisations.</p> <p>Support public health registrars, practitioners, specialists and consultants in understanding population health data and statistics and raise awareness and interpret available tools.</p> |                                    |                        |  |

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Utilise excellent written, verbal and visual communication skills and tools to make statistical public health data more accessible and persuasive.

Present public health intelligence and research projects at conferences to promote the good practice and learning in Somerset.

Understand health inequalities, e.g. analyses involving the English Indices of Multiple Deprivation (IMD).

Engage with customers and the public health team to understand their needs, provide advice, answer questions and deal with project and reporting design choices.

Consider target audience(s) and ensure are represented clearly and accurately.

Engage, negotiate and build relationships with other services and organisations to obtain and provide access to information.

Acquire and maintain a thorough understanding of Information Governance and Information Sharing Agreements and their operational requirements. Create Information Sharing Protocols that ensure data collection complies with the General Data Protection Regulation (GDPR).

Maintain an awareness of public health related data flows and reports published nationally by Public Health England, NHS England, NHS Digital, the Office for National Statistics, the English Indices of Multiple Deprivation, the Chief Medical Officer and Children's Commissioner's Office, charities and others.

Develop expert data knowledge of specific areas of the Public Health work plan, e.g. lifestyle factors, sexual health, domestic abuse, mental health and emotional wellbeing, child and maternal health, to support commissioners and make appropriate recommendations around data management and resource targeting.

Collect, analyse and interpret complex, sensitive or contentious information to improve understanding of health status and factors influencing health. Apply population health and statistical techniques and significance testing using confidence intervals where appropriate.

Create, maintain and develop automated process using tables, formulas power queries and SQL/MS Access to keep products updated. Use relational databases (MS Access/SQL and Power Platforms) and design and manage project databases to enable the storage of data.

Use complex data models and systems involving many advanced data transformation and manipulation steps, e.g. merge, append, update, cross-tab, combine and custom queries, and a multitude of inter-related data and reference tables.

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Use advanced Microsoft Excel and Power BI analytical, process and presentation capabilities and GIS mapping software, e.g. MAPInfo/QGIS, to produce accurate and clear maps to make data and information more accessible and engaging for the target audience.

Understand, uphold and promote the aims of the council's equality, diversity and inclusion policies; health, safety and wellbeing of self and others; information security and organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

### Knowledge / Experience / Skills

|  | Essential | Desirable |
|--|-----------|-----------|
| <b>Knowledge</b>   |           |           |
| Advanced skills and knowledge of Power Query and Power BI to develop dashboards or reports using complex data from multiple sources.   | X         |           |
| Advanced knowledge of Microsoft Office (Word, Excel, Access) for analysis and presentation of data in reports.   | X         |           |
| An understanding of data protection, ethical issues and confidentiality.   | X         |           |
| Knowledge of routine information flows, HES data, hospital admissions data, A&E data, mortality, births, mental health, primary care and census data   |           | X         |
| Knowledge of population level needs analysis and Population Health Management including public health statistical approaches such as standardisation and significance testing, using confidence intervals. |           | X         |
| Awareness of public health functions and the role of public health within local authorities.   |           | X         |
| <b>Experience</b>  |           |           |
| Previous experience (preferably in a public health field or local authority or NHS background) of statistical analysis   | X         |           |

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|   |   |   |
|---|---|---|
| Regular advanced use of Microsoft Excel, Power Queries and Power BI for analytical purposes, preparation and presentation of data.  | X |   |
| Experience of working with relational databases data matching, data modelling and large datasets.   | X |   |
| Experience of working across organisational boundaries and contributing to reports for local and regional publication   |   | X |
| Experienced of training colleagues informally or formally in the use of systems and procedures.   |   | X |
| Experience of working to deadlines for regular and routine reporting and contributing to reports for a variety of different audiences.  |   | X |
| <b>Qualifications / Registrations / Certifications</b>  |   |   |
| Educated to degree level in statistics or another subject relevant to public health with high statistical content.  | X |   |
| <b>Skills</b>   |   |   |
| Able to map logical step-by-step process and to consider design implication in data collection, processing and reporting. Is able to innovate and design dashboards and reports that are accessible engaging and meet the needs of customers. | X |   |
| Able to present information clearly, confidently and concisely with attention to detail.  | X |   |
| Ability to speak fluent English as stated in Part 7 of the Immigration Act (2016).  | X |   |
| Competent in the use of relational databases, data matching, lookups and linkages.  |   | X |
| Enthusiastic about the public health profession, improving the health and wellbeing of others and addressing health inequalities.   |   | X |
| Passionate about data process, development and problem solving.   |   | X |

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### Working Conditions

### Dimensions of the role

Has access to restricted databases, including some with confidential personal/record level data about individuals and to analytical software packages as appropriate.

Continual contact with members of the public health team including practitioners, specialists and consultants with remits for specific topic areas to support effective commissioning practices and decision making based on the best available evidence and supporting them in understanding how to make these insights for themselves.

Continual contact with members of the wider public health intelligence team to provide support and different perspectives and to contribute statistical data and representations to projects led by other members of the team.

Frequent contact with relevant services commissioned by the public health team to maintain and improve the supply of data from commissioned services and to gain a greater insight into data recording practices and their implications for analyses.

Frequent contact with a wide range of other SC staff in commissioning roles and within the business intelligence unit to foster the transfer of appropriate data between Public Health and other areas of the council and to embed health and wellbeing in all decisions made across the council.

Frequent contact with Public Health England and the regional public health analyst network to stay appraised of developments from both regional and national sources and to assist in fostering joint work.

Frequent contact with health services, e.g. Primary Care, Clinical Commission Group, Community and Mental Health Services, to maintain the flow of health services data to the Public Health Intelligence team and to contribute to the Public Health team's core offer to the CCG.

Frequent contact with other partner organisations such as the District Councils and emergency services regarding access to and flows of data.

Frequent contact with provider and third-sector organisations regarding specific topics to maintain and acquire data relevant to specific projects and for enabling community action based on reliable evidence synthesised and signposted by the Public Health Intelligence team.

### Working Arrangements

Somerset Council's Dynamic Working Strategy will be applied to this position.

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### Corporate Accountabilities

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: