

# CROYDON COUNCIL

## ROLE PROFILE AND PERSON SPECIFICATION

**DIRECTORATE:** Assistant Chief Executive

**DIVISION:** Policy Programmes and Performance

**JOB TITLE:** **Senior Public Health Intelligence Analyst**

## ROLE PROFILE

<b>Job Title:</b>	Senior Public Health Intelligence Analyst
<b>Directorate:</b>	Assistant Chief Executive
<b>Division:</b>	Policy Programmes and Performance
<b>Grade:</b>	Grade 14
<b>Hours (per week):</b>	36
<b>Reports to:</b>	Principal Public Health Intelligence Analyst
<b>Responsible for:</b>	Not applicable
<b>Role Purpose and Role Dimensions:</b>	<ul style="list-style-type: none"><li>• To support the development of effective and evidence-based public health information activity. The post holder will provide input into the process of understanding health needs in the area, addressing health inequalities, determining priorities for action, assisting wider understanding of the characteristics of the local population and actively disseminating the findings of a wide range of analysis.</li><li>• The post holder will be a specialist for specific datasets and methodologies within the Croydon Public Health Intelligence Team, and will develop certain products and services, such as key performance indicators, Health and Wellbeing Board reports and the Joint Strategic Needs Assessment for Croydon. The post holder will obtain, analyse, interpret and publish information relating to Public Health, and provide specialised advice on epidemiology, health intelligence, statistics and statistical techniques, health data sets, research, survey design and questionnaire design. The post holder will develop and manage projects e.g. lead on data analysis for health needs assessments covering the local population. The post holder may be required to manage staff.</li></ul>
<b>Commitment to Diversity:</b>	The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge

prejudice or discrimination.

**Key External Contacts:**

- South West London Clinical Commissioning Group
- London Knowledge and Intelligence Team
- South West London Health Intelligence Network
- Croydon Health Services NHS Trust
- Public Health England
- Office for National Statistics
- Health and Social Care Information Centre
- NHS England
- General practices
- Voluntary organisations

**Key Internal Contacts:**

- Croydon Public Health Intelligence Team
- Public Health Management Team
- Other public health staff
- Corporate Performance and Insight Team
- Other council directorates

**Financial Dimensions:**

- This role does not have any direct budget management responsibilities but will be required to support the efficiency agenda and improvement planning.

**Key Areas for Decision Making:**

- To provide expert advice about public health data including selecting data sources and analysis techniques, and presenting data simply and clearly, with relevant information to ensure it is correctly interpreted and that key messages are accurately communicated.
- To lead on specific areas for health intelligence, such as key performance indicators, Health and Wellbeing Board reports and the Joint Strategic Needs Assessment for Croydon.
- To handle complex analytical and statistical health information issues which require interpretation to formulate solutions.
- To use judgemental skills to derive alternative information sources and methods of analysis when appropriate.
- To 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.
- Freedom is given to work to achieve agreed objectives with the postholder making decisions on how they may be best achieved, but staying within broad professional or organisational policies and meeting deadlines.
- The post requires frequent use of own initiative and ability to act independently due to the variety of information and analysis required.

**Other Considerations:**

None

**Is a satisfactory disclosure and barring check required?**  
[\(click here for guidance on DBS\)](#)

No

**What level of check is required?**

**Is the post politically restricted**  
[\(Click here for guidance on political restriction\)](#)

No

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**  
[\(Click here for guidance on ROA \)](#)

No

## **Key Accountabilities and Result Areas:**

### **Public Health intelligence and analysis**

## **Key Elements:**

- To be a resource for data analysis, interpretation and presentation, utilising spreadsheets, maps and analytical and visualisation tools across a wide range of data sets, ensuring data is clearly, appropriately and accurately presented, with data quality considerations and assumptions noted.
- To be a lead specialist for specific datasets and methodologies within the Croydon Public Health Intelligence Team.
- To have an expert understanding of sources of data relevant to public health including:
  - Population estimates and projections
  - 2021 Census
  - Deprivation indices
  - Geo-demographic classifications
  - Births and mortality registration data
  - Hospital data including A&E, inpatient and outpatient datasets
  - Data relevant to general practice and clinical commissioning

- Outcome frameworks and national indicators relevant to health and wellbeing
- Health Survey for England and other national surveys relevant to health and wellbeing
- Profiles and data tools provided by Public Health England
- Routine data released by the Office for National Statistics, Health and Social Care Information Centre and other relevant national organisations
- Data for Geographic Information Systems (GIS) including Ordnance Survey
- Data for other local authority departments and partner organisations relevant to health and wellbeing
- NHS programme budgeting data
  
- To have an expert understanding of epidemiology and statistics including statistical techniques:
  - Comparing numbers and rates
  - Types of data
  - Types of rates
  - Standardisation
  - Confidence intervals
  - Statistical testing
  - Relative risk
  - Trend analysis
  - Regression analysis
  - Statistical neighbours
  - Selection and interpretation of indicators
  - Prevalence modelling
  - Geo-demographic classifications
  - Questionnaire design
  - Risk stratification
  
- To have a good understanding of the principles of health economics and health needs assessment.
- To have an expert understanding of techniques for presenting data including Tables, Standard charts (bar charts, pie charts, line charts, bubble charts, scatter plots, spine charts), Traffic lighting / RAG rating, Maps, Infographics
- To develop interactive Power BI tools to display data effectively, as well as use of Microsoft Excel.
- To develop tools for statistical and epidemiological analysis and contribute to the development of products and services offered by the Croydon Public Health Intelligence Team.
- To keep up-to-date with availability and quality of national and local datasets and statistics, including data on the Internet; to ensure that data is made

available in an appropriate format and that members of the department are kept informed.

- To work collaboratively with Geographic Information Systems (GIS) including MapInfo Professional, IconMap Pro and other specialists on spatially referenced data sets.
- To liaise and negotiate with other departments and organisations to provide data extracts for analysis.
- To provide analysis and interpretation in response to external requests for information.
- To apply appropriate controls and procedures to ensure data is reported accurately and data quality is maintained.
- To comply with protocols for information sharing, anonymisation, statistical disclosure control, filing and archiving, ensuring compliance with the requirements of the Data Protection Act and relevant legislation.
- To contribute to the performance management process within the directorate, reporting data and setting trajectories.
- To contribute to public health reports including the Annual Public Health Report.

## Training and Communication

- To provide specialist advice and guidance on health intelligence issues including the development and analysis of health related data sets and statistical methods, the limitations of data sources and assumptions made when interpreting data.
- To deliver training courses and CPD sessions on public health intelligence to non-specialist audiences, that require communication of highly complex statistical concepts in a way that they can understand.
- Some reports will require communication of highly complex statistical analyses and concepts, and it will be necessary to be able to explain such analyses and findings to specialist and non-specialist audiences in a way that they can understand the implications and the inferences arising from the analyses within the report and be persuaded of the right course of action
- To identify key information in communications and ensure it is highlighted and communicated in a way that is simple and easily understood.
- To find innovative tools and creative ways to communicate key messages effectively, for example using infographics to present written and graphic information.
- To work in partnership with the council's Corporate Performance and Insight Team on the joint strategic needs assessment, borough profile and development of

council websites.

- To contribute to local public health intelligence networks to share knowledge and develop good practice.
- To discuss highly complex and sensitive information with other statistical specialists and statistical professionals e.g. development of statistical or research methodology.
- To promote public health methodologies to support other public health professionals locally and regionally
- To participate in building effective partnerships between Public Health and other council departments, the ICB and partner organisations.
- Regular meetings with line manager to report on progress
- To participate in team meetings and contribute to organisational development of the Croydon Public Health Intelligence Team and the Public Health department.
- To contribute to the development of public health pages on council websites.

## Joint Strategic Needs Assessment (JSNA)

- To develop effective and engaging reporting for the revised Croydon JSNA including connecting to public data at source and creating an accessible product for multiple audiences
- To provide analytical support for in-depth health needs assessments as part of the JSNA process.
- To work in partnership with JSNA chapter authors to identify data sources and obtain extracts of data and provide expert advice to JSNA chapter authors on interpretation of data to enable them to draw conclusions and make recommendations to commissioners.
- To produce charts, maps and statistics for JSNA chapters.
- To work with internal and external colleagues to continually improve and refresh JSNA.

## Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

## Equalities and Diversity

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

## Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.

# Person Specification

## Job Title:

**Senior Public Health Intelligence Analyst**

## Essential knowledge:

- Degree in science or social science or equivalent experience
- Highly specialist knowledge and experience of statistical techniques and procedures, acquired through Masters level qualification or equivalent experience
- Knowledge of data sources relevant to public health
- Advanced knowledge of Microsoft Excel and Microsoft Power BI
- Knowledge of current public health policy
- Understanding of data security and confidentiality issues
- Knowledge of the theories of project management

## Essential skills and abilities:

- Highly numerate with skills and experience of analysing and interpreting data
- Highly computer literate with advanced skills in Microsoft Excel and Power BI.
- Programming skills with experience of developing software or interactive data tools
- Ability to work to a high level of accuracy with attention to detail
- Organisational skills, ability to prioritise workloads within timescales and meet deadlines
- Ability to develop and deliver complex statistical/epidemiological presentations to large audiences
- Excellent written and verbal communication skills, with experience in disseminating information via written reports and presentations to a wide range of audiences in terms of both size and composition
- Effective interpersonal and influencing skills
- Conscientious and proven team worker with the ability to engage with people at all levels
- Ability to work independently as well as a member of a team as a self manager with high levels of motivation and a flexible approach to work

## Essential experience:

- Demonstrable experience of working with multiple sets of health-related data and information systems
- Practical experience of accessing and appraising complex data sets
- Experience in the use of statistical and epidemiological methodologies for analysing, interpreting and understanding health data
- Experience of working with Microsoft Excel, Power BI or similar software to an advanced level, using formulas, pivot tables, DAX and macros
- Experience in the development of systems for the inputting,

storing and dissemination of information

- Experience in the training and development of others in information skills
- Experience of project based working
- Experience of dealing with external stakeholders

**Special conditions:**

- None.