Senior Officer - Public Health Intelligence
£33,106 - £40,619
10 Woodcock Street, Aston
Working 36.5 hrs per week

Working within the Intelligence section of a multi-disciplinary public health team in the largest local authority in the country. This is a fantastic opportunity for highly skilled individuals to join a Public Health Intelligence Team as a Senior Officer.

You will support the relevant Intelligence Service Manager by managing the collection of data and the production of intelligence which will inform the development of policy, strategic development and strategic commissioning intentions.

You will have a wide range of data and analytical skills that can be applied to understanding and addressing the public health challenges within the city. We are looking for people of the highest calibre whose knowledge and skills will help us provide the best possible service. We are happy to consider individuals from a range of academic and professional backgrounds with the ability to apply their skills to addressing public health issues. Most importantly we want to make a difference to the lives of people who live and work in Birmingham.

Informal enquiries, to the contact details below:

Amanda Lambert amanda.lambert@birmingham.gov.uk
Susan Lowe susan.lowe@birmingham.gov.uk

Ref: PE0892017

Closing Date: 17 March 2017

Interview Date: 10 April 2017

"Right to work in the UK documentation will be fully checked for all applicants. All non UK and non EU applicants are required to apply for a Certificate of Sponsorship from Birmingham City Council and must be approved by the UK Border Agency (UKBA) before any employment offer can be confirmed."
Directorate for People

Person Specification

Post: Senior Officer – Public Health Intelligence       Grade: GR5
Division: People Directorate       Section: Public Health

Our Vision

The Directorate for People aims to improve the quality of life for the people of Birmingham today, tomorrow and always. Our vision is to create a city which provides:

- A good childhood, for the best start in life.
- A great education to give the best chances for life.
- Promoting people's recovery and inclusion in the most independent life.
- Where needed, planning ahead across the life course.
- The best care and health outcomes for life.

The Public Health Function (PHF) is an integral part of this vision, responsible for developing the Council into a 'Public Health Engine' which actively promotes population good health and enables all Birmingham citizens to make healthier choices. This will be achieved through the continual championing of the health and wellbeing of all people across the city, but especially the most vulnerable.

Public Health Function: Key Principles

- Provide robust information and intelligence to inform decision-making across the Council and with external stakeholders
- Responsive to opportunities, priorities and demand
- Deliver mandated functions
- Reduce health inequalities in Birmingham
- Act consistent with the core values of the Council
- Taking responsibility willingly
- Encourage innovation
- Enable a flexible and adaptable workforce

Strategic Context

The PHF approach has been designed to respond to organisational business needs and strategic change within the Council as well as political forces outside of it, improving Citizens’ health and wellbeing outcomes. The PHF reflects the priorities of the Future
Council Programme, Combined Authority and supports the commissioning-led approach of the Council led by the Commissioning Centre of Excellence. The PHF is designed to ensure that it can respond flexibly to these demands through both supporting and driving change, demonstrating excellence in Intelligence, NHS Support, Public Health Innovation and Council Collaboration. The PHF is at the core of improving health and wellbeing in Birmingham.

The delivery of an effective intelligence-led approach based on a set of agreed principles will require significant cultural and structural change – where the citizen is at the heart of what we do and each and every member of the Public Health workforce willingly and actively takes responsibility for their actions. The PHF will establish the basis for:

- Leading, managing and supporting an intelligence-led approach within the Directorate for People, City Council and into wider joint/collaborative stakeholder arrangements, particularly with the NHS.
- A workforce with the managerial and professional skills and capacity needed to sustain continuous improvements, respond to and drive change.
- Structures, systems, processes and relationships that support excellent service delivery.
- Moving towards a whole systems approach across the Council.
- A workforce with the capacity, skills and knowledge to deliver effectively on NHS mandatory responsibilities.
- Developing and sustaining relationships to support effective use of the PHF within and beyond the Directorate.
- Building on the Localisation agenda, developing local solutions that draw on all the assets of an area and to integrate public services and build resilience in communities.
- Supporting population behavioural change through a variety of approaches especially through the use of technological/digital capability.
- Improving and maintaining organisational resilience, especially in business critical areas.
- Ensuring that Public Health is a key component in the development of a Combined Authority in the West Midlands.
- Embedding the citizen voice across all relevant activities within the PHF.

**Job Purpose**

The collective activities required by GRS Senior Officers working flexibly across the PHF to meet business needs are outlined below under the relevant theme headings. There is also an expectation that Officers will need to work across, and with other theme areas as well as the wider Directorate, Council, NHS and stakeholder organisations.

- The role will deliver a strong service through a combination of subject matter expertise and technical skills.
- The role will work flexibly and adapt to business needs and priorities in a manner that supports a positive culture of change.
- To deliver a service against key Directorate, Council and NHS priorities and targets.
To play a lead support role in enabling change within Public Health, ensuring it is lean and delivers value for money.

To develop relationships with internal and external stakeholders to deliver services and support that result in improved outcomes for citizens.

The post holder will, as required, communicate, present and provide highly complex information to a wide range of internal and external stakeholders across a range of settings.

To develop an evidence base that supports the delivery of improved outcomes through innovative practice.

Take delegated responsibility for training and development of Public Health Interns and Apprentices.

Produce reports of key Public Health activity to present to Elected Members and other senior stakeholders.

To apply knowledge of relevant national guidance and implementation when providing advice to internal and external partners.

To deliver the internship and apprenticeship programme.

To ensure duties related to Safeguarding are adhered to.

Adhere to the 2010 Equality Act by carrying out Equality Analyses to assess the impact of service change.

Post Context

The broad function of each Senior Officer role can be understood through the following context. More specific activities are described under 'Key Responsibilities' below.

- **Senior Officer - Intelligence:** The post holder will support the relevant Intelligence Manager by managing the collection of data and the production of intelligence which will inform the development of policy, strategic development and strategic commissioning intentions across the Directorate. The post holder will support the Intelligence Manager/s in ensuring that the function is able to provide comprehensive intelligence through data gathering, analysis and research as required internally, by external partners and statutory or regulatory bodies. The Intelligence function will drive a continuous improvement and performance management culture providing an evidence base to support decision making. The Senior Officer will evaluate effectiveness, accessibility, and quality of personal and population-based health services.

Key Responsibilities

Intelligence

- To provide, maintain and disseminate Public Health intelligence, informing business decisions across the Council and NHS.
• Maintain awareness of relevant policy environment.

• To undertake in-depth analytical investigations of the factors impacting on future social care demands, including the development and application of algorithms and different tools to enable preventative and other interventions to take place.

• Develop and implement a content management system to ensure information is properly managed and best practice is shared across the team, Directorate, the wider NHS organisation and Council.

• To undertake and deliver needs assessments, data analysis and mapping, including the production of reports as required, to enable Public Health, commissioners and others to make decisions on action and commissioning.

• To undertake regular data quality audits and propose changes or redesigns to address issues that arise.

• To assist with ensuring the integrity of the Directorate information systems and of any data files produced by the system complying with the requirements of internal/external audit.

• Oversee the maintenance of the Public Health website ensuring it is fit-for-purpose.

• Take a leading role on aspects of identifying vulnerable populations, marginalised groups and describing local health inequalities, and supporting equality and diversity analyses, including geographic analyses.

• Support CCGs in interpreting and understanding data on a variety of levels of service in both primary and secondary care.

• Support delivery of Health Impact Assessments on behalf of the Service Directorate.

Professional Development and Behaviours

• To maintain personal and professional development in order to meet the changing demands of the role.

• To promote and maintain organisational values and behaviours at all times, leading by example.

• To contribute to the team's effectiveness by developing and sharing best practice.

• To attend and actively participate in appropriate training activities both internal and external.

• To encourage and support others in their learning, development and training.

• To develop productive working relationships with colleagues.

Supervision Received

• Supervision Officer: Manager (Supervision is by Matrix Management)

• Level of Supervision: Plan own work to ensure the meeting of defined objectives.
**Supervision Given**

Postholder will be required as necessary to manage staff within their Team/Area

**Special Conditions**

- This vacancy is exempt from the Rehabilitation of Offenders Act.
- A Disclosure and Barring Service check will be undertaken.

Observance of the **City Council’s Equal Opportunities Policy** will be required.
**Directorate for People**  
**Person Specification**  

**Post:** Senior Officer – Public Health Intelligence  
**Grade:** GR5  
**Division:** People Directorate  
**Section:** Public Health  

**Method of Assessment (M.O.A.)** A.F. = Application Form; I = Interview;  
T. = Test or Exercise; C. = Certificate; P. = Presentation.

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<th>CRITERIA</th>
<th>ESSENTIAL</th>
<th>M.O.A.</th>
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| **Education/Qualifications**  | 1. Educated to *either* degree or equivalent level in a relevant subject with experience of working in a similar area or significant experience of working at a similar level in a specialist area.  
<pre><code>                          | 2. Must be prepared to continue with on-going professional development within the role.                                                 | A.F. &amp; I|
</code></pre>
<p>| <strong>Experience</strong>                | 1. Substantial experience of statistical analysis and interpretation of complex data from a variety of sources.                           |         |
|                               | 2. Substantial experience and knowledge of epidemiological methodologies.                                                                 | A.F. &amp; I|
|                               | 3. Substantial experience and knowledge of working with multiple sets of health and/or social care related datasets.                        | A.F. &amp; I|
|                               | 4. Substantial experience of managing relationships with wide range of stakeholders including colleagues, external partners and citizens to shape Public Health outcomes. | A.F. &amp; I|
|                               | 5. Substantial experience of the development, maintenance, evaluation and review of systems and supporting tools to support the data requirements of a large and complex datasets. |         |</p>
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<th>1. Demonstrates good interpersonal communication skills, empathy, listening and encouragement.</th>
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<td>2. Ability to manipulate, analyse, interpret and communicate complex data.</td>
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<td>3. Effective IT skills including Excel, Powerpoint and Word.</td>
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<td>4. Advanced data analysis skills using at least one of the following: SQL, GIS, statistical analysis software eg Stata, SPSS, R.</td>
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<td>5. Highly developed knowledge of data analysis, information gathering and/or research approaches and techniques.</td>
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<td>6. Ability to prepare and present briefing papers/reports/business cases to a variety of audiences.</td>
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**Skills & Ability**
e.g. written communication skills, dealing with the public etc.

6. An understanding of data security and confidentiality.

7. An understanding of the principles of project management.

A.F. & I
All staff are expected to **understand** and be **committed** to Equal Opportunities in employment and service delivery.

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<th>Values &amp; Behaviours</th>
<th>1. Shows respect for diversity and values individual difference. Treats all people fairly and appropriately regardless of race, religious belief, gender, age, disability, sexual orientation, appearance or position.</th>
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<td>2. Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity.</td>
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7. Ability to identify risks, create solutions and to resolve problems in relation to project or service delivery.

A.F & I