Officer - Public Health Intelligence
£25,694 - £32,164
10 Woodcock Street, Aston
Working 36.5 hrs per week

We have a vacant position within the Intelligence section of a multi-disciplinary public health team in the largest local authority in the country. This is a rare opportunity for highly skilled individuals to join a Public Health Intelligence Team as an Officer.

You will support Senior Officers in 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. You will provide comprehensive intelligence through data gathering, analysis and research as required internally, by external partners and statutory or regulatory bodies.

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: PE0882017

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: Officer – Public Health Intelligence       Grade: GR4
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.

1. **Job Purpose**

   The collective activities required by GR4 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 support Public Health activity through developing relevant 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 work in partnership across a wide range of stakeholders establishing relationships to support delivery of agreed priorities and outcomes for citizens.
   - To deliver delegated activities or products in relation to the needs of CCGs the NHS, the PHF as well as the Combined Authority as identified.
   - To take responsibility for work packages as part of a project team supporting the activities of the PHF.
   - To collect and analyse data in order to inform Public Health activity and support performance management.
• To support the delivery of change within Public Health, showing an understanding of lean principles.

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

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

• To contribute to reports, briefing documents and presentations as and when required by Managers.

• To support ongoing communications and engagement.

• To ensure duties related to Safeguarding are adhered to.

• Support work on Equality Analyses as appropriate to ensure proposed changes to service delivery adhere to the 2010 Equality Act.

2. Duties and Responsibilities

Duties

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

• Officer - Intelligence: The post holder will support Senior Officers in 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 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 Officer will take a role in the evaluation of effectiveness, accessibility, and quality of personal and population-based health services as required by Senior Officers.

Key Responsibilities

Intelligence

• To develop, implement, maintain and review systems and standards improving quality and efficiency of service delivery.

• To prepare reports summarising status on issues, appraising outcomes and providing progress reports for senior managers.

• Maintain awareness of relevant policy environment.

• To support the work on needs assessments and prioritisation planning processes.
To deliver continuous improvements in performance, cost and quality to ensure KPIs, key outcomes and targets are achieved in line with Public Health priorities.

To analyse service delivery to determine the effectiveness of reducing demand on NHS and Council funded/commissioned services and identify alternative approaches as well as tackling inequalities.

To support the development of automated intelligence.

To understand and interpret complex written data, reports and policy documents including the ability to evaluate a range of potential options.

To assist in the development of strategies, policies, business cases, specifications and plans that are aligned with the stated objectives of the City Council and appropriate regulatory frameworks.

Support delivery of Health Impact Assessments

3. **Supervision Received**

   3.1 **Supervising Officer Job Title**

   3.2 **Level of Supervision**

   1. Regularly supervised with work checked by supervisor.
   or
   2. Left to work within established guidelines subject to scrutiny by supervisor.
   or
   3. Plan own work to ensure the meeting of defined objectives.

4. **Supervision Given** (excludes those who are indirectly supervised i.e. through others).

   May have responsibility for Support Officers (GR3)

5. **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:** Officer – Public Health Intelligence  
**Grade:** GR4

**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>
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| **Education/Qualifications**  | 1. Educated to either degree or equivalent level in a relevant subject or minimum NVQ3 or equivalent level in a relevant subject with experience of working in a similar area or significant experience of working at an equivalent level in a specialist area.  
2. Must be prepared to continue with on-going professional development within the role. | A.F. & I |
| **Experience** (Relevant work and other experience) | 1. Experience of identifying and analysing a wide range of data sets and other intelligence to inform performance, commissioning, strategy and policy development.  
2. Experience of working with a wide range of partners and stakeholders in supporting Public Health outcomes  
3. Has experience of writing effective briefings, reports and presentations.  
4. Experience of supporting effective new models and initiatives, reducing demand and improving the health and wellbeing of citizens.  
5. Experience and understanding of Public Health priorities and relevant policy environment.  
6. Understanding of data security and confidentiality. | A.F. & I |
| **Skills & Ability**  | 1. Demonstrates good interpersonal communication skills, empathy, listening and encouragement. | I      |
| Values & Behaviours | 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. | I, T & P |
| | 2. Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity. | A.F. & I |

| etc. | 2. Ability to manipulate, analyse, interpret and communicate complex data. | I, T & P |
| | 3. Effective IT skills including Excel, Powerpoint and Word. | I, T & P |
| | 4. Data analysis skills using at least one of the following: SQL, GIS, statistical analysis software eg Stata, SPSS, R. | A.F. & I |
| | 5. Understanding of the Public Health priorities for improving health and wellbeing. | A.F & I |

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