

## JOB DESCRIPTION



**Bracknell  
Forest  
Council**

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|---------------------------|---|--------------------------|---------------|
| <b>Job Title</b>          | Public Health Programme Officer (PH intelligence) |                          |               |
| <b>Salary</b>             | £34,728 - £39,880 per annum                       |                          |               |
| <b>Directorate:</b>       | Place Planning and Regeneration                   | <b>Section/Location:</b> | Public Health |
| <b>Grade/Salary Range</b> | BG-F 31-36  | <b>Work style:</b>       | Free          |

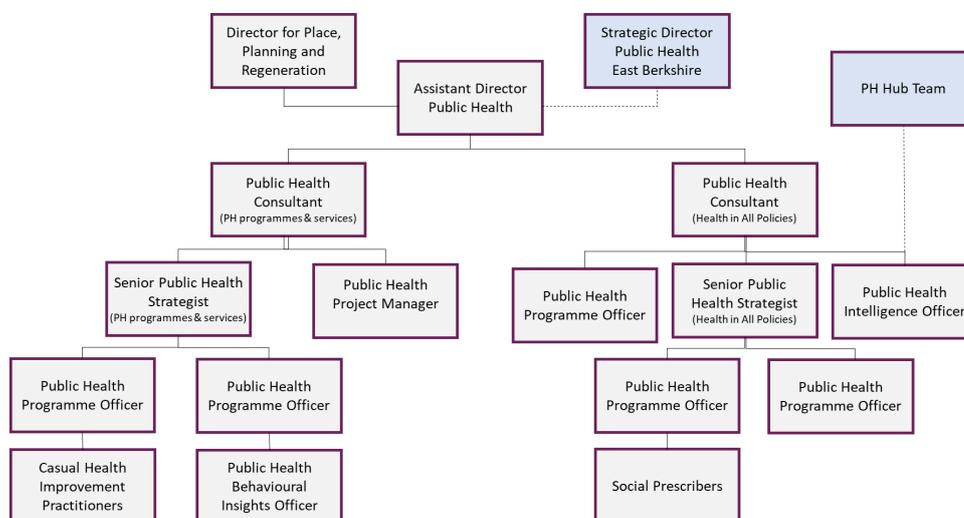
### Key Objectives of the role

The Local Authorities in Berkshire have designed a structure for Public Health delivery which is based on collaborative working across six Local Authority Public Health teams, with two hubs supporting each of the 3 authorities in the East and the West. The local teams in East Berkshire are supported by the East Berkshire Hub, which is a shared service hosted by Bracknell Forest Council. East Berkshire Hub's Informatics Team delivers an effective, high quality intelligence service to the three East Berkshire local authority Public Health teams, wider local government departments, Clinical Commissioning Groups and other stakeholders. However, a need and opportunity has arisen for each Local Authority in Berkshire to appoint a Public Health Intelligence Officer to compliment the health intelligence offer.

This is a new post within the Public Health Team, offering opportunities to shape the role and to be *innovative and creative*.

The Public Health Intelligence Officer will increase the Team's health intelligence function and capacity to support decisions about the implementation, delivery and evaluation of effective, evidence-based public health programmes across the Local Authority. The postholder will need to have excellent communication and partnership-working skills, with the ability to convey complex statistical matters to a range of audiences. They will also need to have substantial experience of health information analysis, with a track-record of completing high-quality analytical work in tight timescales.

### Designation of post and position within departmental structure



The post is based within the local Public Health team but will require working in close collaboration with other information analysts within the council; other local authority PH analysts; and also the shared East Berkshire Hub Team based in Bracknell Forest Council.

## Daily and monthly responsibilities

Below is a list of **specific responsibilities** for this project analyst post, however, the list is not exhaustive and applicants will need to be flexible about their work programme

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### The postholder:

- will provide an epidemiology data and intelligence function to enable a full understanding of health needs in the area, addressing health inequalities, determining priorities for action and assisting in the understanding of the wider wellbeing needs of the local population.
- will lead on the development and production of specific Needs Assessments and information products, as determined by the business needs of the Public Health team and other services across the council.
- will consider all aspects of data management and analysis, such as data access, storage, data quality and information governance.
- will be expected to communicate and explain complex data clearly and accurately, enabling diverse audiences to understand the key messages.

### COVID-19 Outbreak Control Data and intelligence:

- The post will also have a specific focus on the COVID-19 outbreak control (prevention, surveillance, and response) work-stream, collaborating with the Berkshire Shared Public Health Data team leading on the implementation of COVID-19 data products and processes.
- The accuracy of this information will be key to maintaining public confidence in our response and for the effectiveness of the COVID-19 outbreak control work-stream.
- Timeliness will also be key. The post-holder will be required to manage the timely production of specialist public health reports, dashboards and other products to inform the local response to COVID-19
- This is a complex arena and the post-holder will need to manage multiple and competing data flows, be able to present information prompt and accurately in such a way that enables swift decisions under pressure. The data itself will be highly sensitive.
- The data products will form the backbone of the public engagement work for COVID-19 control. Accurate and sensitive analysis will be crucial

### Leadership and Development:

- Lead on the development and production of specific Needs Assessments and information products, as determined by the business needs of the local authority public health and COVID response teams

### Data management:

- Manage complex and highly sensitive data in accordance with information governance legislation and local policy
- Ensure that data transfer, extraction and storage of data are appropriate and identify data quality issues through audit

### Data/intelligence products:

- Manage the timely production of specialist public health reports, dashboards and other products to inform public health projects and programmes. This will include all aspects of data management and analysis, such as data access, storage, information governance and analysis.
  - Proactively adapt and improve existing data products to meet the needs of public health and wellbeing decision makers
  - Respond to requests for routing and ad-hoc data reports from by internal and external stakeholders.
  - Contribute to scientific and academic papers as requested by the Consultant and Director of Public Health.
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- Contribute to the production of key documents requiring public health data e.g. the Joint Strategic Needs Assessment (JSNA), Annual DPH report, Council strategy and performance monitoring documents.

#### **COVID-19 outbreak control:**

- Manage the timely production of routine and ad-hoc epidemiology reports, dashboards and other products to inform local surveillance and response to COVID-19. This will include all aspects of data management and analysis, such as data access, storage, information governance and presentation of intelligence.
- Input into the monitoring and evaluation of the local COVID-19 Outbreak control Plan including the local contact tracing programme and local testing approaches
- Contribute to the updates of the COVID-19 Local Outbreak Control Plan
- Work alongside PHE, the shared PH Intelligence team and other system analysts to lead the data analysis for incident management team meetings

#### **Collaborative, cross-team working:**

- To work in close collaboration with partner teams: Shared East Berkshire Hub (Information Analysts), the Council's ICT team (analysts), Health Protection Cell for East Berkshire (Health Protection Hub)
- Work proactively and collaboratively across other areas of the Berkshire and regional Public Health Network and also with peers in the wider local health and care systems

#### **Training and supervision:**

- Provide guidance and expertise on a range of Public Health & Wellbeing intelligence topics, such as data access, information governance, data sources and statistical or analytical methods.
- Support the professional development of the Public Health & Wellbeing Officers, offering training webinars and one-to-one support in epidemiology data and intelligence.
- Contribute to the supervision and training of analysts in the council, allocated to support Public Health projects and programmes including COVID-19 Local Outbreak Control.

#### **Communication:**

- Communicate and explain complex data clearly and accurately, allowing diverse audiences to understand the key messages
- Use visualisation, presentation and communication techniques to explain complex data clearly and accurately, allowing diverse audiences to understand the key messages
- Present data to internal and external groups and for a, deputising for the Consultant in Public Health where necessary

#### **Professional duties:**

- Communicate data and information, both orally and on paper, in a manner that assists diverse audiences to understand its importance.
  - Lead work gathering, validating, analysing and interpreting public health data in a robust and consistent manner.
  - Develop and specify analytical and statistical methods to be used in the analysis of data relevant to public health and other public health-related business of Berkshire local authorities.
  - Provide advice, guidance and training to members of the Berkshire Public Health teams, Clinical Commissioning Groups and local authority staff on the appropriate use and interpretation of statistical analyses
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- Provide advice guidance and training to local government and health colleagues/ organisations across Berkshire on information governance and the use of public health data.
  - Provide project management for cross-Berkshire public health information projects, ensuring they are completed to time and budget, using project management methodologies.
  - Represent the Public Health Team, including the Consultant in Public Health, at external meetings.
  - Contribute to the visibility and promotion of the Public Health Team.

The post holder will ensure that where they are collecting, calculating, recording, analysing or reporting data, it is accurate, reliable and consistent to ensure that decision-making processes are based on the highest quality data in accordance with the Council's Data Quality Statement. The post holder will also ensure that sensitive and personal data is handled in accordance with data protection legislation and Council policy.

Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.

Commitment to the Council's Equal Opportunities policy at all times

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

## Scope of role

### General

The job description is intended as a guide to the principal duties and responsibilities of the post and complements individual objectives set in line with the annual public health objectives. Responsibilities will be reviewed periodically in line with service priorities and duties may change or new duties be introduced after consultation with the post holder.

### Key working relationships

- Strategic Director of Public Health, Berkshire Public Health Consultants and colleagues in locality Public Health Teams
- ICT and Legal/Information Governance colleagues within Bracknell Forest Council
- Directors and colleagues within other departments in Berkshire local authorities
- Elected members in Berkshire local authorities
- Public Health intelligence leads in English local authorities
- South Central and West Commissioning Support Unit
- Directors and Operational Managers in Berkshire Clinical Commissioning Groups, Sustainability and Transformation Partnerships (STPs) and local Integrated Care Systems (ICSs)
- Public Health England's Local Knowledge and Intelligence Service (South East)
- South of England Public Health England region
- NHS England South (Thames Valley)
- Other national organisations, such as Office for National Statistics, NHS Digital and Department of Health

### Budgetary/Resource Control

There are no budget management responsibilities

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## **Line Management Responsibilities**

There are no line management responsibilities

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*Such other duties as may from time to time be necessary, compatible with the nature of the post noted that the above list of main duties and responsibilities is not necessarily a complete statement of the post. It is intended to give an overall view of the position and should be taken as guide.*



## PERSON SPECIFICATION

| KEY CRITERIA  | ESSENTIAL  | DESIRABLE   |
|---|--|---|
| <p><b>Skills and qualifications</b></p>   | <p>First degree or equivalent relevant experience, reflecting strong numeracy skills ideally in public health, statistics, or a health-related field.</p> <p>Demonstrated commitment to ongoing professional development.</p>  | <p>Master's degree or other evidence of advanced knowledge relating to health, public health or health informatics</p> <p>Qualification in Statistics or Epidemiology</p> <p>Project or Programme Management qualification</p>  |
| <p><b>Competence Summary</b><br/>(Knowledge, abilities, skills, experience)</p> | <p>Experience of successful project management in a local authority or health setting</p> <p>Knowledge and experience of statistical and analytical techniques used in Public Health, which are relevant to the analysis and interpretation of large health data sets</p> <p>Substantial experience of health information analysis, in the health service, local authority, academic or related field.</p> <p>Knowledge and expertise in principles of data management, data quality, data security and information governance within a local government and health setting</p> <p>High level of accuracy and attention to detail.</p> <p>Working knowledge of diverse information systems used in both health and local government</p> <p>Advanced knowledge of Excel (in-depth use of functions, statistical tools and VB) and Access</p> <p>Skilled in analysis and interpretation of data and turning data into meaningful presentations</p> | <p>Knowledge of MapInfo and geodemographic segmentation systems</p> <p>Knowledge of SPSS, R or other statistical packages relevant to analyses of large health data</p> <p>Public health commissioning and service development experience</p> <p>Knowledge and experience in SAP Business Objects</p> |

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|---|---|
|   | Experience and ability to work in partnership with other organisations and stakeholder groups   |
| <b>Work-related Personal Requirements</b> | <p>Self-motivated with excellent organisational skills</p> <p>Innovative and creative with a willingness to respond to new ideas</p> <p>Ability to work under pressure with a high degree of accuracy, and to manage and prioritise a diverse workload, whilst meeting deadlines.</p> <p>Ability to work both independently and as part of a wider team.</p> <p>Ability to think logically when faced with various information-related scenarios.</p> <p>Problem solving skills and ability to respond to sudden unexpected demands</p> <p>Excellent interpersonal, oral and written and communication skills</p> |
| <b>Other Work Requirements</b>            | <p>Understanding and commitment to the principles and practice of valuing diversity and equal opportunities.</p> <p>A satisfactory enhanced Disclosure and Barring Service check.</p>   |

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| <b>KEY CRITERIA</b> | <b>ESSENTIAL</b> | <b>DESIRABLE</b> |
|---------------------|------------------|------------------|

**Role models and demonstrates the Council's values and behaviours**



All staff should hold a duty and commitment to observing the Council's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.