



## Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

| Post Details    |   |
|-----------------|---|
| Job Title       | Public Health Intelligence Manager  |
| Job Reference   | 712662  |
| Service         | Adult Social Care and Health  |
| Team            | Public Health   |
| Location        | Shute End/Hybrid Working  |
| Reports to      | Consultant in Public Health   |
| Responsible for | Senior Public Health Programme Officer x 1 FTE<br>Senior Public Health Programme Officer X 1 FTE (12 months contract) |
| Grade           | LG Grade 11   |
| Contract Type   | Permanent   |
| Hours           | Full time   |

| Main Accountabilities |   |
|-----------------------|---|
| 1.                    | To lead and manage complex programmes of work that generate insight and knowledge, through the analysis and interpretation of data and intelligence, to inform decision making across health and care systems. To include health needs assessments and profiles, Joint Strategic Needs Assessment (JSNA) elements, Annual Public Health Reports and the Pharmaceutical Needs Assessment (PNA), some of which will involve leading partnership work on large cross-Berkshire projects. |
| 2.                    | To provide expert advice to partners across the NHS Integrated Care System, including the Wokingham Integrated Partnership Board; providing leadership to promote and support system-wide data led and evidence-based decision making.  |
| 3.                    | To be accountable for the appropriate access, storage and use of large public health datasets, ensuring that information governance and data access agreements are in place and adhered to.   |
| 4.                    | To develop and implement innovative ways to analyse, present and communicate public health intelligence including web-based platforms.  |
| 5.                    | To provide strategic and technical expertise to colleagues across the organisation and with health partners on a wide range of public health intelligence topics (including, but not limited to, data access and information governance; epidemiological, statistical and analytical techniques; presentation and interpretation of data).  |
| 6.                    | To be responsible for local dissemination of key national and regional public health intelligence products and to ensure that local innovation is shared with internal and external partners.   |
| 7.                    | To provide coaching and expert advice and training to the public health team around data intelligence e.g. health needs assessments and audits.   |





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| 8.  | To provide advice and guidance to Local Authority officers on the appropriate use and interpretation of statistical and epidemiological analyses related to public health topics - this includes having the ability to communicate and explain complex data clearly and accurately, enabling diverse audiences to understand the key messages. |
| 9.  | To write and present regular specialist public health reports, briefings, dashboards and updates, including complex data from multiple sources to a variety of audiences including the Health and Wellbeing Board, community meetings, politicians and senior management and clinicians from partner organizations.                            |
| 10. | To support the maintenance of the Berkshire Observatory working with colleagues across Berkshire   |
| 11. | To support the development of national public health tools and profiles by contributing feedback and participating in training/webinar sessions.   |
| 12. | To support the development of national public health tools and profiles by contributing feedback and participating in training/webinar sessions.   |
| 13. | To support funding bids for agreed projects as necessary. This may include the drafting of proposals demonstrating the analytical processes to be followed.  |

| Person Specification<br>Desirable | Essential   | Desirable  |
|-----------------------------------|---|--|
| <b>Education/Qualifications</b>   | 1.First degree or equivalent relevant experience reflecting strong skills ideally in public health, epidemiology/data analysis, or a public health-related field.<br>2.Master's degree, or other evidence of advanced knowledge relating to public health, data analysis or health related field e.g. UKPHR Registration.<br>3.Demonstrated commitment to ongoing professional development.   |  |
| <b>Experience</b>                 | 1.Substantial experience of health information analysis, working at a senior level in the health service, local authority, academia or related field (minimum 3 years)<br>2.Specialist knowledge and experience of statistical, analytical and epidemiological techniques used in Public Health, which are relevant to the analysis and interpretation of large health data sets<br>3.Experience in the strategic and technical leadership of public health information and intelligence (minimum 3 years).<br>4.Experience of service and line management, including the development and performance management of teams and individual members of staff<br>5.Proven coaching, mentoring and training skills, with the ability to identify, develop and deliver appropriate training to meet the needs of teams and individuals. | 1.Experience of successful project management in a local authority or health setting |





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| <b>Skills/Knowledge</b>      | <ol style="list-style-type: none"> <li>1.High level of accuracy and attention to detail.</li> <li>2.Skilled in analysis and interpretation of data and turning data into meaningful presentations.</li> <li>3.Ability to undertake needs assessment, research and critical appraisal to inform evidence-based public health interventions.</li> <li>4.Proven skills in the development of innovative and appropriate ways to present complex data.</li> <li>5. Ability to understand political and organisational sensitivities and tailor approach accordingly.</li> <li>6. Ability to negotiate, persuade and influence at all levels, including senior managers and partners.</li> <li>7. Experience and ability to work in partnership with other organisations and stakeholder groups, taking a leadership role where appropriate.</li> <li>8. Competent in use of IT and of data and statistical packages e.g. Excel, Miquet, SQL, SPSS, R, or others, relevant to the analysis of large health data</li> <li>9.Specialist knowledge and expertise in principles of data management, data quality, data security and information governance within a local government and health setting</li> <li>10.Knowledge of analytical techniques used in public health, which are relevant to the analysis and interpretation of health data and identifying health inequalities and vulnerable groups</li> <li>11.Working knowledge of diverse information systems used in both health and local government</li> <li>12.Knowledge of the process and partnerships underpinning public health locally and nationally</li> </ol> |  |
| <b>Behaviours/Attributes</b> | <ol style="list-style-type: none"> <li>1.Ability to work both independently and as part of a wider team.</li> <li>2.Problem solving skills and ability to respond to sudden unexpected demands</li> <li>3.Excellent interpersonal, oral and written and communication skills</li> </ol>  |  |

| Purpose Details        |  |
|------------------------|--|
| <b>Service Purpose</b> | The central aim of the Public Health service in Wokingham is to improve the health and wellbeing of local residents, reduce unfair and avoidable differences in health and wellbeing and to support residents to make positive health choices. This includes |





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|                     | working to protect the health of residents from communicable diseases. When appropriate, Wokingham Public Health Team work at a Berkshire West or pan-Berkshire footprint to support in matrix working on specific topics or at times of health protection need.  |
| <b>Role Purpose</b> | <p>1.The Public Health Intelligence Manager leads and manages complex programmes of work that generate insight and knowledge, through the analysis and interpretation of data and intelligence, to inform decision making across health and care systems. Broad programme topic areas might include (but are not limited to): Joint Strategic Needs Assessment (JSNA), Needs Assessments, Annual Public Health Reports, programme evaluation and the Pharmaceutical Needs Assessment. These, and all other public health programmes of work, are supported by matrix working within the public health team and partnership working across the council and with a wide range of external stakeholders.</p> <p>2.The Public Health Intelligence Manager provides expert advice to support evidence-based decisions and improves the collection of data to measure public health outcome across the Local Authority. The postholder will need to have excellent communication and partnership-working skills, with the ability to use the evidence base and understanding of local need to inform programmes of work, particularly around commissioned public health services. They will also need a track-record of implementing high-quality work in tight timescales and working in a senior data intelligence role.</p> <p>3.The Public Health Intelligence Manager will assure the quality and accuracy of reporting across their programmes of work, using relevant reporting frameworks as well as ensuring good governance and risk management</p> |

| Supervision and Relationships |  |
|-------------------------------|--|
| <b>Supervision Received</b>   | This post will receive supervision from a Consultant in Public Health.   |
| <b>Supervision Given</b>      | To line manage at least one Senior Public Health Programme Officer, including provision of day-to-day management, professional development, performance management.  |
| <b>Contacts</b>               | <p>1.To work in in close collaboration with officers from across directorates within the Council; local authority Public Health officers and public health specialists; and also, neighbouring public health teams.</p> <p>2.To work in partnership with the NHS providing public health intelligence support to the Wokingham Integrated Partnership Board, Integrated_Care System and Primary Care Networks.</p> |

| Resources/Budget Management |
|-----------------------------|
| N/A                         |



### Special Requirements

- ✓ Ensure the continuous professional development of self, direct reports and all those in the service, through effective performance improvement, coaching, career planning and continuous professional development.
- ✓ Take reasonable care for the health and safety of yourself and of other persons who may be affected by your acts or omissions at work; and co-operate with the Council to enable the Council to perform or comply with its duties under statutory health and safety provisions.
- ✓ To take positive action to ensure a thorough understanding of and positive commitment to equality in both service delivery and employment practices.
- ✓ At all times to demonstrate and positively reinforce our commitment to safeguarding and promoting the welfare of children and vulnerable adults
- ✓ To work flexibly, including evenings and other out-of-hours requirements; willingness to travel; requirement to undertake such duties as are reasonably expected by the Line Manager.
- ✓ Works within the Council's "competency framework" and adheres to the Code of Conduct.

| Occupational Health Risk Assessment     | Details |
|---|---------|
| Skin/Respiratory Sensitisers            | N       |
| Working at Height                       | N       |
| Exposure to Noise (>80-85dB)            | N       |
| Confined Spaces                         | N       |
| Frequent Display Screen Equipment Use   | Y       |
| Driving for Work                        | Y       |
| Hand Arm Vibration                      | N       |
| Lone Working                            | N       |
| Healthcare/Social Contact with Patients | N       |
| Blood Borne Viruses Exposure            | N       |
| Food Handling                           | N       |
| Working with Animals                    | N       |
| Specialised Medical Screening           | N       |
| Night Working                           | N       |
| Safety Critical Work                    | N       |

| Nature of the Role               | Details |
|----------------------------------|---------|
| Healthcare or Hospital Work      | N       |
| Working with Children (under 18) | N       |





**WOKINGHAM**  
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|--|--------|
| Working with Elderly/Vulnerable Adults | N      |
| Work Environment Details               | Hybrid |

| Role Involvement                                 | Details |
|--|---------|
| Working with Children                            | N       |
| Working with Vulnerable Adults                   | N       |
| Both of the Above                                | N       |
| Providing Care/Supervision for Children          | N       |
| Providing Care/Supervision for Vulnerable Adults | N       |
| Both of the Above                                | N       |
| None of the Above                                | Y       |

| Disclosure and Barring Service (DBS) | Details  |
|--------------------------------------|--|
| DBS Requirement                      | Yes - Basic  |
| Eligibility Tool                     | Find out which DBS check is right for your employee - GOV.UK<br>( <a href="#">Find out which DBS check is right for your employee - GOV.UK</a> ) |

| Re-checks |
|-----------|
| NA        |

| Evaluation Declaration |           |
|------------------------|-----------|
| Date of Evaluation:    | June 2025 |
| Evaluated by:          |           |

