

## JOB DESCRIPTION

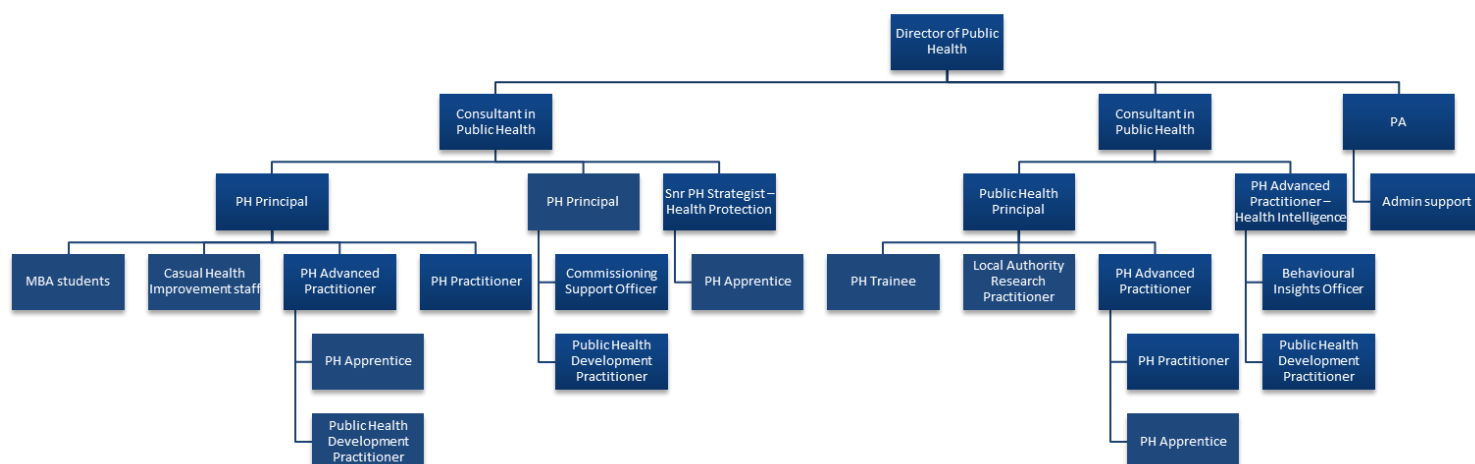
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|---------------------|---|--------------------|--|
| <b>Job Title:</b>   | <b>Public Health Advanced Practitioner (Public Health Intelligence)</b> |                    |  |
| <b>Directorate:</b> | <b>Place</b>  | <b>Salary:</b>     | <b>£48,226 - £53,460 plus LWA £729</b> |
| <b>Section:</b>     | <b>Public Health</b>  | <b>Grade:</b>      | <b>BG-E SCP 37-42</b>                  |
| <b>Location:</b>    | <b>Times Square</b>   | <b>Work Style:</b> | <b>Hybrid</b>                          |

### Key Objectives of the role

This post is accountable for the leadership, management and delivery of the Bracknell Forest Public Health Intelligence function. The key objectives to deliver against are:

- Strategic leadership in developing Public Health Intelligence across Bracknell Forest to ensure that the best available evidence-base is used to assess health outcomes, needs and inequalities for the local population.
- Leading and managing complex programmes of work that generate insight and knowledge, through the analysis and interpretation of data and intelligence, to inform decision making, implementation, delivery and evaluation of effective, evidence-based public health programmes across the Local Authority and wider health and care systems.
- Accountability for the appropriate access, storage and use of large and sensitive public health datasets, ensuring that information governance and data access agreements are in place and adhered to.

### Designation of post and position within departmental structure



## Daily and monthly responsibilities

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

### 1. Analysis and synthesis

- **Lead and mentor colleagues in applying advanced data analysis methods** You can guide the public health team in using a variety of statistical and epidemiological techniques to analyse quantitative and qualitative data, produce needs assessments and support commissioning.
- **Bridge the gap between data and action** You can effectively communicate complex data analysis and synthesis to colleagues who might have a limited quantitative background, fostering buy-in and encouraging the use of evidence-informed approaches.
- **Provide expert guidance on methodological choices** Your deep understanding of public health data analysis allows you to advise colleagues on selecting the most appropriate techniques for specific research questions. Additionally, you can critically review their work to ensure adherence to best practices and quality standards.
- **Lead on and contribute to core Public Health Intelligence products** You can undertake directly, support others or commission providers to develop and produce Bracknell Forest Council's Joint Strategic Needs Assessment, Pharmaceutical Needs Assessment and other Health Needs Assessment as per the corporate priorities and team workplan.

### 2. Communication

- **Bridge the communication gap between technical and non-technical audiences** You can effectively translate complex public health data and analysis into clear, concise information for both technical stakeholders (e.g.: epidemiologists) and non-technical stakeholders (e.g.: council members).
- **Proactively manage stakeholder expectations** You can anticipate and address stakeholder concerns by clearly communicating project timelines, limitations, and potential outcomes.
- **Facilitate effective information flow** You can manage both proactive and reactive communication channels, ensuring stakeholders receive timely updates and have opportunities to ask questions.
- **Navigate sensitive discussions** You can facilitate constructive dialogue within your team and with senior stakeholders from diverse backgrounds, even on challenging topics related to public health.
- **Work proactively and collaboratively** You can work in partnership with analysts across the organisation and other areas of the Berkshire and the wider Integrated Care System and are an active member of the regional Public Health Network. You are able to represent the Public Health Team, including the Consultant in Public Health, at external meetings.

### 3. Data management

- **Champion data quality and compliance** You can advocate for and implement strong data governance and data management standards within your team's public health projects and analysis. This ensures data quality, adherence to regulations such as GDPR, and promotes trust in public health findings.
- **Foster a data-driven culture** You can continuously promote best practices in data management by educating and guiding your team members. This fosters a collaborative environment where data quality is prioritised.

- **Standardise data tools and workflows** You can help define and champion the use of common data management tools and workflows across your team improving efficiency, consistency, and data sharing capabilities.
- **Automate for efficiency** You can identify opportunities to automate routine data management tasks, freeing up the public health team's time for higher-level analysis.
- **Develop robust data management processes** You can take the lead in developing and implementing clear processes that ensure ongoing compliance with data governance policies and ethical data handling practices. Maintain an awareness of national developments in the supply of data to local authority public health. Work with Bracknell Council's Legal and Information Governance teams to ensure compliance with national and local governance procedures and ensure appropriate data sharing agreements are documented and up to date for the access and use of identified public health datasets, such as HES, births, deaths and local restricted datasets.

#### 4. Data modelling, cleansing and enrichment

- **Construct and validate robust public health data models** You can build complex data models that accurately represent public health data and adhere to established standards. You can also thoroughly review existing models to ensure accuracy and efficiency.
- **Champion data integration best practices** Your expertise in data integration tools and languages allows you to seamlessly integrate and store public health data from various sources. Additionally, you can advise your team on best practices for data integration, promoting efficient data management.
- **Ensure data quality and interoperability** You can meticulously clean and validate public health data to ensure it meets quality standards. Furthermore, you can ensure the data is interoperable with other datasets, facilitating reuse and maximising its analytical potential.
- **Collaborate on data management advancements** You can actively work with other data professionals to continuously improve modelling techniques, data integration patterns, and data management standards within your team. This fosters a collaborative environment and ensures your data practices remain efficient and effective.

#### 5. Data quality assurance, validation, and linkage

- **Develop and implement data pre-processing pipelines** You can design and establish efficient systems to prepare public health data for analysis. This includes defining clear data cleaning and preparation protocols to ensure data quality and consistency.
- **Integrate quantitative and qualitative data from diverse sources** Your expertise allows you to effectively combine data from various sources relevant to public health, such as healthcare records, census data, and social determinants of health information.
- **Critically evaluate data limitations** You can objectively assess the strengths and weaknesses of public health data, including potential biases and missing information. You can then effectively communicate these limitations to stakeholders to ensure informed decision-making.
- **Uphold data quality through peer review** You can actively participate in peer review processes, critically evaluating the work of your colleagues to ensure data quality, methodological soundness, and adherence to best practices.
- **Oversee the robust management of Public Health datasets**, working closely with Bracknell Forest Council ICT team:
  - To ensure the appropriate storage of larger public health datasets including Hospital Episode Statistics (HES), Birth and Mortality data
  - To ensure the appropriate data management tools are available for the management and analysis of these data sets
  - To ensure internal processes are in place for the updating and processing of data, in line with the relevant data sharing agreements.

## 6. Data visualisation

- **Craft impactful data visualisations** You possess expertise in a variety of data visualisation techniques and tools, including geographic mapping. You can leverage this skillset to create clear, compelling, and audience-appropriate visualisations that effectively communicate public health data insights.
- **Promote best practices in data storytelling** Your understanding of data presentation standards allows you to ensure your visualisations are not only aesthetically pleasing but also follow best practices for clarity and impact, fostering effective communication and influencing decision-making.
- **Mentor and empower the public health team** You can readily mentor team members, providing guidance and support in developing their data visualisation skills. Additionally, you can establish clear processes, standards, and templates for creating visualisations, promoting efficiency and high-quality outputs across the team.

## 7. IT and mathematics

- **Empower the public health team with technical expertise** You can readily share your knowledge and experience in IT and epidemiological skills relevant to public health data analysis. This includes providing training and guidance on specific tools and techniques such as SQL, MS Excel, PowerBI, and geospatial mapping. Furthermore, you can assess the team's environment and recommend the most appropriate methodologies and tools to ensure efficient and effective data analysis.

## 8. Logical and creative thinking

- **Lead evidence informed problem-solving** You can identify and analyse the root causes of issues related to public health data quality, analysis, or reporting. You then leverage your expertise to recommend and implement the most effective solutions informed by data and best practices.
- **Foster collaborative problem-solving** You can effectively coordinate teams from various backgrounds to collaboratively resolve complex data-related issues. This collaborative approach ensures the implementation of effective solutions and preventative measures to minimise future problems.

## 9. Project management

- **Empower your team with project management best practices** You can readily share your knowledge and experience in project management methodologies relevant to public health data analysis projects. This includes providing training and guidance on specific tools and techniques used to effectively manage projects.
- **Lead and oversee data analysis projects** Your expertise allows you to take point on overseeing complex public health data analysis projects within your team. This includes ensuring adherence to timelines, budgets, and quality standards while fostering a collaborative and efficient project environment.

## 10. Statistical methods and data analysis

- **Demonstrate proficiency in a range of analytical tools and techniques** You possess a strong foundation in various statistical methods and data analysis practices relevant to public health research including predictive modelling and evaluation methodology.
- **Develop advanced knowledge in a particular domain.** You have the capacity to develop in-depth knowledge in specific statistical or data analysis areas relevant to a focus area to tackle more intricate public health problems.
- **Embrace Innovation** You demonstrate a keen interest in staying current with emerging statistical theories and data analysis methods. You can readily translate these advancements into practical applications within the field of public health, fostering a culture of continuous improvement and innovation.

## 11. Training and supervision:

- **Provide training, guidance and expertise** You are able to draw on your expertise to contribute to organisational workforce development to increase confidence and capacity on a range of Public Health & Wellbeing intelligence topics, such as data access, information governance, data sources and statistical or analytical methods. You are able to offer training webinars and one-to-one support in epidemiology data and intelligence.

## 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.

The postholder 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.

### Professional Responsibilities

- Receive professional management and support from a relevant PH professional.
- Act with integrity, consistency and purpose and continue personal development.
- Participate in Personal Development Review (PDR), supervision and mandatory training in line with Council requirements and/or as part of formal requirements for continued membership with a recognised professional body.

### Key working relationships

- Director of Public Health, Berkshire Public Health Consultants and colleagues in Berkshire and wider Integrated Care System Public Health Teams
- ICT and Legal/Information Governance colleagues within Bracknell Forest Council
- Executive and Assistant Directors and colleagues within other departments in Berkshire local authorities
- Elected members
- Public Health intelligence leads in English local authorities
- Directors and Operational Managers in Integrated Care Boards (ICBs) 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 and Social Care including the Office of Health Improvement and Disparities.

### Service Responsibilities

- Provide support to Public Health Consultants, Principals and Director of Public Health for the delivery of the Public Health workplan to ensure programme and project objectives are met.
- Provide support to the Public Health Consultants, Principals and Director of Public Health to develop and monitor appropriate performance indicators and outcome measures as agreed in the Directorate Business Plan.
- Responsible for managing some project budgets in accordance with the processes and procedures of the organisation.

- Provide support to the PH Consultants to identify and implement efficiency savings as required.
- 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

**Budgetary/Resource Control**

The postholder will project manage programmes of work that include nominal budget management and will hold a low threshold of delegated responsibility for budget management.

**Line Management Responsibilities**

The post holder will line manage up to three Public Health Practitioners, Development Practitioners, Behavioural Insights post and/or Apprentices/trainees.

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

## PERSON SPECIFICATION

| KEY CRITERIA  | ESSENTIAL  | DESIRABLE   |
|---|--|---|
| <b>Skills and qualifications</b>  | <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>UKPHR Registration or willing to work towards UKPHR Registration.</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>  |
| <b>Competence Summary</b><br>(Knowledge, abilities, skills, experience) | <p>Knowledge and understanding of the public health functions, health inequalities and the priorities for residents across the local geography.</p> <p>Understanding of national and local policy and the impact they have on local action and job role.</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>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>Knowledge and experience in SAP Business Objects.</p> <p>Public health commissioning and service development experience</p> <p>Experience of working in a political environment.</p> |

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Advanced knowledge of Excel (in-depth use of functions, statistical tools and VB) and Access.

Skilled in analysis and interpretation of data and turning data into meaningful presentations and resources.

Uses a range of ICT systems across own work area and or across other areas of work.

Budget management skills to manage spend in own portfolio area.

Experience and ability to work in partnership with other organisations and stakeholder groups

Experience of people/relationship management and managing staff

Excellent oral, written and presentation skills

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**Other Work Requirements**

Understanding and commitment to the principles and practice of valuing diversity and equal opportunities.

A satisfactory basic Disclosure and Barring Service check.

The ability to converse easily in spoken English, explain complex or technical information to members of the public and respond effectively to detailed or complex questions for an extended period of time

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

Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.

We make our values real by demonstrating them in how we behave every day.

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



