MEDWAY COUNCIL - JOB PROFILE

DESIGNATION   ICS Prevention Senior Intelligence Analyst
DEPARTMENT   Public Health
RESPONSIBLE TO   Senior Public Health Intelligence Manager
GRADE   Range 6

1.   MAIN PURPOSE OF JOB

Support the strategic aims of the Kent and Medway Integrated Care System (ICS) to give children the best start, develop well, age well and to live happy, independent, and fulfilling lives.

The postholder will take responsibility for, and drive forward, the development and delivery of insightful analysis for a portfolio of projects across the Kent and Medway ICS to inform decision making and strategic action. These multidisciplinary projects support the achievement of national requirements and targets relating to preventing ill health and reducing health inequalities. Amongst others, this portfolio will include the Long-Term Plan Tobacco Dependence Treatment Services initiative.

The key roles and responsibilities of this post will include:

- **Partnership Working with Data:** Collaborate with colleagues from across the full range of organisations within the Kent and Medway Integrated Care System with the aim of brining partners together through data. This includes the Integrated Care Board, Local Authorities, Health and Care Partnerships, Primary Care Networks, providers, and voluntary sector organisations.
- **Complex Analytic Projects:** Design, specify, conduct, and manage complex analytic projects with senior colleagues from organisations across the Kent and Medway Integrated Care System.
- **Advanced Epidemiology and Statistics:** Utilise advanced theoretical and practical knowledge of epidemiology and statistics to analyse and interpret complex health and care related data from diverse sources, providing accurate and up-to-date information.
- **Communication and Presentation:** Effectively communicate technical information by writing clear and unambiguous technical reports, using a variety of reporting techniques. Additionally, conduct complex presentations to large and diverse groups on topics related to health and care, and statistics.
- **Collaboration with Analytic Colleagues:** Work positively and proactively with colleagues in analytic teams from all organisations in the Integrated Care System to ensure effective teamwork, coordination and governance of reporting.
- **Epidemiology and Statistics Advice:** Provide expert advice and guidance on matters related to epidemiology, statistics, and analytic techniques, particularly in

the context of complex health and care questions.

- **Staying Informed:** Stay up to date with national guidance, emerging evidence, good practices, external data sources, and information relevant to the fields of data analytics, and health and care.

2. PERSON SPECIFICATION

Qualifications

Essential

- Post-graduate qualification, or equivalent relevant experience, reflecting strong numeracy skills ideally in a discipline relevant to health information or public health intelligence.
- Specialist knowledge and experience of statistical, analytical, and epidemiological techniques and procedures, acquired through degree level or equivalent plus additional specialist knowledge acquired through post graduate qualifications or equivalent relevant experience.

Experience

Essential

- Proven ability to use advanced theoretical and practical knowledge of epidemiology and statistics to analyse and interpret varied and complex health and health-related data.
- Practical experience of assessing and reporting data quality issues.
- Substantial experience with demonstrable success in writing clearly, concisely, and accurately about potentially complex issues to a technical and non-technical audience.
- Demonstrated ability to clearly present complex and sensitive health and care information to a range of audiences in written and oral form, i.e. reports and presentations.
- Practical experience developing and maintaining positive relationships with internal and external stakeholders.

Desirable

- Hands-on knowledge and experience of manipulating complex health and health-related data.
- Experience of planning, coordinating, and delivering team meetings and/or training events.
- Experience of conducting formal project evaluations and/or research projects.

Skills and abilities

Essential

- Demonstrable statistical and data analysis skills.
- Proficient in the use of desktop applications, such as Microsoft Word,

Excel and PowerPoint.
- Ability to use analytical tools, such as R, R Studio, Microsoft Power BI, and SQL.
- Highly numerate with skills and experience of the analysis and interpretation of data.
- Able to assimilate quickly and analyse complex verbal and numerical information on a wide range of topic and service areas.
- Demonstrable ability to use highly developed written and verbal communication skills to confidently present complex/sensitive information in an understandable way, adapting the style to a range of audiences.
- Proven ability to collate and critically appraise evidence, and rapidly and accurately review academic literature on a given topic.
- Ability to work independently, as well as within team, to manage own workload, recognise priorities, and take a flexible approach to work.
- Proven ability to manage technically complex projects to successful conclusion, including carrying out tasks in a structured way, assessing risk, monitoring progress against plans, and adapting to challenges along the way.
- Highly developed training and facilitation skills with the ability to deliver training in a group or 1:1 setting to a wide range of audiences including service users, as well as internal and external organisations.
- Excellent organisational skills and an eye for detail, with ability to handle competing deadlines.
- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders with an ability to inspire and motivate others at all levels to action.
- Be innovative, flexible, focused and target driven to provide analysis and intelligence for several of the Kent and Medway ICS prevention and health inequalities initiatives.

Desirable
- Ability to think laterally and critically, plus challenge and enquire whilst maintaining constructive relationships.
- Skills of diplomacy, tact, and political sensitivity.
- Ability to handle issues and problem-solve, often in a political environment, with minimal supervision and sound judgement.
- Ability to work independently to research, develop and implement new analytical methodologies and techniques confidently.
- Proactive in keeping abreast of developments by reviewing academic literature and policy documents.
- Ability to build and maintain supportive and empathetic relationships, securing people's support and commitment to a course of action or different way of thinking by presenting ideas convincingly and persuasively.

Knowledge

Essential

- Demonstrable understanding of principles of data quality, data protection and information sharing and how to apply them.
- Knowledge of advanced epidemiology and statistical theory and practice.
- Knowledge of the determinants of health and measurements of health inequalities and inequities.
- Knowledge of health and care principles and practices and a good understanding of the complexity and breadth of Public Health, NHS and local government operations.

3. NATIONAL COMPETENCY FRAMEWORK

The post holder will be expected to meet a set of core competencies for a Senior Practitioner (L3) outlined in the [National Competency Framework for Data Professionals in Health and Care](#), commissioned by NHS England and NHS Improvement.

C1: Analyse data for information and/or performance measurement within the context of the relevant health and care environment

- You deconstruct complex business issues and lead on the development of performance measurement regimes.
- You have a deep understanding of business goals and can turn these into performance measures.
- You apply a range of techniques to analyse data and provide insight.
- You proactively communicate findings and encourage utilisation of data for business decision-making.
- You look beyond initial requirements, challenge assumptions and generate insight.

C2: Employ applicable data sources to produce valid, verifiable and replicable analyses

- You understand the end-to-end lifecycle and characteristics of the data in your area of work from origin to delivery to local and national consumers.
- You understand and can communicate the limitations of the data and how it can be enriched to deliver more relevant information.
- You specify how data should be cleansed and prepared and ensure processes and documentation reflect this to ensure valid and replicable results.
- You peer-review colleagues' analysis to ensure quality and consistency.
- You integrate qualitative and quantitative data to augment analysis, develop complex models and devise hypotheses for testing.

- You have a good knowledge of data security, data protection legislation and best practice.
- You proactively engage with stakeholders to explore their needs, search for complementary data sources, explore the limits of the available data and promote business decision-making based on the data.

C3: Apply relevant software and numeracy skills with a range of analytical techniques

- You have a good knowledge of predictive, prescriptive and evaluative analytical techniques.
- You develop deeper expertise in relevant tools, applications and systems and share your knowledge with others.
- You can apply a range of statistical practices and can advise on best practice and guide others to a high standard.
- You can determine which tools and techniques to use to explore or solve a variety of business issues.
- You engage with the wider analytical community to seek out new tools and techniques and translate those to local applications.
- You share your knowledge to help others develop analytical skills.

C4: Deploy problem-solving skills to define requirements for analytical work

- You are able to analyse the causes for a range of complex problems and utilise analytical techniques to solve them including developing new processes that have not previously been attempted.
- You work with the requestor of the analysis to examine the underlying question and apply your knowledge to generate an approach to the analysis

C5: Generate and communicate insight verbally, visually and in writing to a variety of information consumers

- You can communicate accurate information to technical and non-technical audiences.
- You can turn complex data analyses into clear and compelling messages and you can present those analyses with visualisations to communicate complex messages.
- You understand how information can be misunderstood or misrepresented and understand how to convey uncertainty in your findings.
- You can communicate negative and positive information to stakeholders and know how to facilitate discussions within multidisciplinary teams.
- You know how to give tactical and strategic recommendations that influence audiences.

C6: Engage in continuous skills development, exhibit professionalism and seek out and share emerging best practice

- You are able to assess your own training requirements and those of less experienced colleagues and proactively identify relevant learning opportunities.
- You embrace opportunities to add to the variety of services you and your team provide analysis to.
- Your analytical skills and business awareness are suitably advanced for you to act as a role model and mentor for more junior colleagues.
- You support those colleagues in reflective practice, signpost opportunities to build their portfolio of work and advocate for professional registration.
- You are active in the wider analytical community, sharing your work and actively engaging in a network of your peers.
- You act as an advocate for professional values and standards and promote well-being amongst your colleagues.

3. ORGANISATION
(i) ORGANISATION CHART
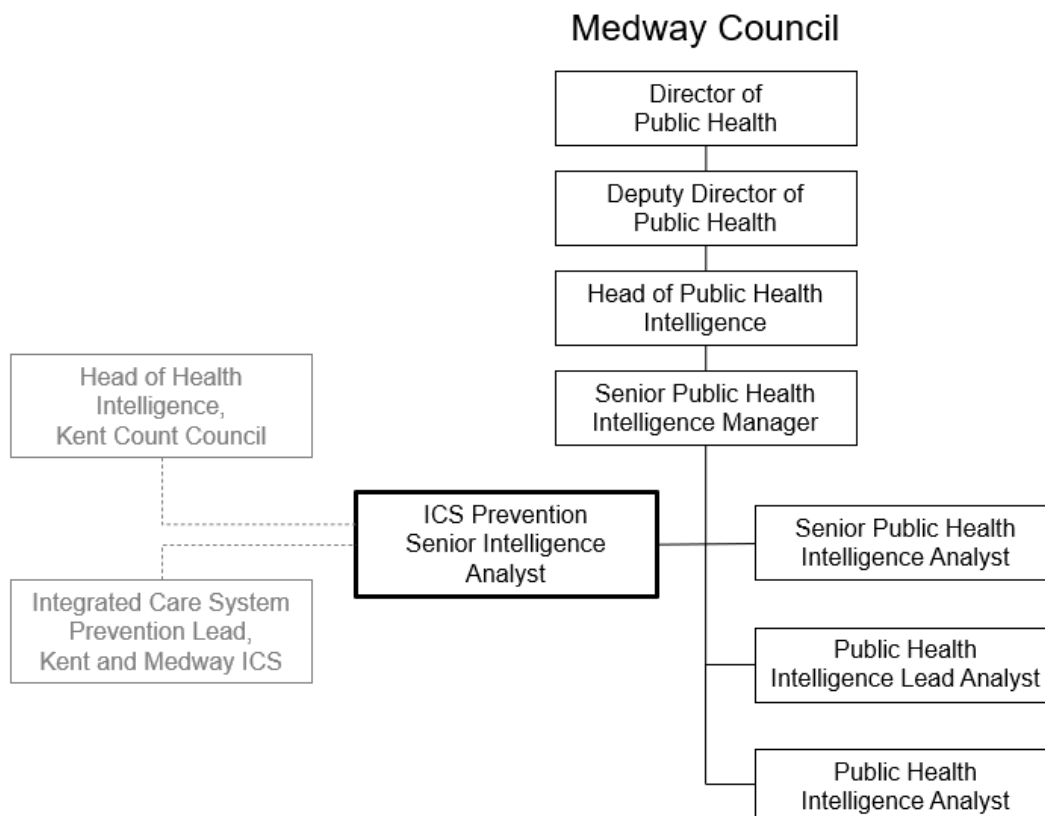
(ii) DESCRIBE HOW AND BY WHOM THE POST IS MANAGED

The post holder will report to the Senior Public Health Intelligence Manager.

(iii) DESCRIBE THE LEVEL OF INITIATIVE AND/OR INDEPENDENCE EXPECTED OF THE POST HOLDER

The post holder will be expected to work independently using their own initiative to fulfill the duties of their role and to lead on any new legislation or policies in own area and ensure implementation within own area and team.

The post holder will take responsibility for their own learning and development by recognising and taking advantage of all opportunities to learn, including full participation in appraisal, supervision and by maintaining a professional/personal portfolio of learning.

A flexible approach to work with a commitment to flexible working arrangements (unsocial hours, remote access, overnight stays when required are a requirement of this role.)

(iv) DESCRIBE ANY SUPERVISORY/MANAGEMENT RESPONSIBILITIES

The postholder will have no direct line management, however, the postholder will expected to take a lead as appropriate in partnership and collaborative working interactions with colleagues across the Kent and Medway Integrated Care System in particular the Kent Public Health Observatory in Kent County Council.

The postholder will be responsible for delegating tasks to members of project teams and supervising their workload.

Support will be given via regular one to one meetings with the Senior Public Health Intelligence Manager.

The postholder will be expected to ensure that their activities adhere to all local policies and appropriate national codes of practice and legislation.

(v) JOB CONTEXT - DESCRIBE THE MAIN CONTACTS, BOTH INTERNAL AND EXTERNAL AND THE PURPOSE OF THOSE CONTACTS

Key Internal Relationships:

- Director of Public Health, Public Health Consultants, Senior Managers & Service Managers across Medway Council and Kent County Council.

- Portfolio holders and other councillors

- Health & Wellbeing Board
- Public Health Team members
- Information and analytical staff across the Council.

Key External Relationships:
- Integrated Care Board Senior Management, Clinicians, Professional Leads, Practice Managers, commissioning support and other Primary Care Professionals.
- Kent Public Health Observatory
- NHS Kent and Medway Integrated Care Board Business Intelligence
- Colleagues in other healthcare organisations e.g. Primary, Secondary and Acute Care Trusts, the Ambulance Service and Health Protection Unit.
- Colleagues in partner organisations across the Kent and Medway Integrated Care System including the Police, Fire Service. Kent County Council, DWP, Schools, Academic Institutions, Voluntary Organisations and the private sector.
- Other relevant and national and regional organisations
- National organisations such as the National Institute of Clinical Effectiveness, Department of Health and other Government Departments.

4. FINANCIAL ACCOUNTABILITIES

The postholder will be responsible for the careful use of commissioned resources, such as literature requests.

The postholder will also be expected to identify opportunities for funding from internal and external companies/organisations and support the Senior Public Health Intelligence Manager in the preparation of bids and or business cases as required.

5. WORKING ENVIRONMENT

The postholder will undertake hybrid working, with a combination of remote working and office based at Gun Wharf, Chatham. The team currently work nominally to one day working in the office per week.   The postholder should be able to reach the office in a timely manner if necessary.

If necessary, the postholder must be able to travel as necessary to attend meetings and conferences.   The postholder will be required to have the ability to reach a diverse range of locations in a timely fashion

Frequent computer use with regular breaks.