

# Job Description

Job title	Adults' Intelligence Manager
Directorate	PEOPLE : Children and Adults
Division	Public Health
Range	MPR 7
Reports to	Head of Public Health Intelligence

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## Main purpose of the job:

Contribute to Medway Council's vision to enable Medway residents to get the best start, develop well, and go on to live healthy, fulfilling, independent lives by providing high-quality data, intelligence and information. This role is also crucial within the Kent and Medway Integrated Care System, collaborating with NHS organisations and key partners to provide data and analysis, ensuring integrated health and social care services that deliver better outcomes for residents.

Lead an Intelligence Team in delivering high-quality data, analysis, and interpretation to support intelligence-led decision-making, strategic planning, and practice. Ensure efficient day-to-day operations of the team, provide expert intelligence advice, and oversee advanced analytical and statistical techniques. Translate complex analyses into clear, actionable insights for diverse stakeholders, foster a collaborative culture, and maintain productive relationships with key partners. Provide support to internal and external boards to use data to monitor and create strategies and operational plans. Additionally, monitor data quality to drive improvement, ensure compliance with data protection regulations, and promote continuous improvements in data literacy and analytical skills across the directorate. Oversee performance monitoring and statutory data returns, as well as supporting inspection compliance and information requests. Manage the team's budget, training, development, and recruitment, while ensuring adherence to industry standards through recommended methodologies and innovation, to maintain a highly skilled and effective intelligence team.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

## Accountabilities and outcomes:

**Operational leadership:** Lead the Intelligence Team to deliver high-quality data, analysis, interpretation, and effective solutions, ensuring efficient daily operations by coordinating tasks and resources to meet organisational needs, while maintaining achievable and equitable workloads. This will include actively assessing and addressing the team's training and development requirements, providing opportunities for skills and

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knowledge advancement in data analysis and intelligence, fostering a culture of continuous learning and improvement, overseeing the recruitment and induction of new team members, ensuring smooth transitions and successful integration, managing the budget for the Intelligence Team ensuring efficient resource allocation for key initiatives and projects, ensuring accurate forecasts are generated and implementing the service's strategic vision, translating it into actionable plans and activities as well as deputising for the Head of Service as required.

**Expert analytical advice and insightful communication:** Provide expert advice and guidance on appropriate analytical and statistical techniques, supervising their application within the team to conduct comprehensive analyses, projections, and impact assessments to ensure that all strategic, business planning, and financial decisions are based on robust data and evidence. This will include overseeing and delivering data presentations across all organisational levels, ensuring clarity, engagement, and accessibility for both technical and non-technical audiences and ensuring complex analyses are translated into clear, actionable insights for diverse internal and external stakeholders, facilitating intelligence-led decision-making and continuous improvement.

**Stakeholder engagement and collaboration:** Build and maintain productive relationships with key internal and external stakeholders to understand and meet their analytical needs and promote a collaborative culture within the team and Directorate and ensure a cohesive and integrated intelligence service.

**Performance monitoring and data quality assurance:** Oversee the creation, maintenance, and development of performance dashboards and reports ensuring these tools support the organisation in understanding and improving its performance. This includes monitoring and reporting on the quality of data to ensure its accuracy, reliability, and integrity, providing feedback to practitioners and managers, emphasising the importance of high-quality data and collaborate with the service to drive continuous improvements, ensuring that analysis and reporting are based on robust data.

**Statutory returns and inspection compliance:** Coordinate the timely and accurate submission of statutory and mandatory data returns, interpret and communicate changes in data collection requirements to ensure compliance, and identify potential risks and develop solutions to mitigate them. This will include actively supporting the organisation's preparation for inspections, ensuring readiness and alignment with data requirements.

**Data protection and information requests:** Ensure compliance with data protection regulations and organisational policies, monitoring and enforcing best practices for data security, privacy, and governance, including Data Protection Impact Assessments (DPIAs). This will also include providing expert advice and support on the completion of data elements for Freedom of Information (FOI) requests and Subject Access Requests (SAR), ensuring compliance with legislation and timely responses.

**Joint Strategic Needs Assessment (JSNA):** Manage the JSNA website, ensuring innovative and up-to-date content is presented in an accessible way and communicate, explain, and interpret this information to stakeholders to ensure they understand the current and future health and social care needs of the local community.

**Innovation and promoting data skills:** Monitor and integrate the latest data sources, analytical tools, and national evidence to stay at the forefront of industry standards, implementing recommended methodologies and innovative approaches to enhance operational efficiency, effectiveness, and intelligence capabilities. This will include promoting efforts to create a robust data culture within the Service Area, improving data literacy and analytical skills among practitioners and managers across the directorate, enabling informed intelligence led decision-making and strategic planning.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

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### Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

### Organisation:

This role reports to the Head of Public Health Intelligence

The post holder will have line management responsibility.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

### Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

### Person specification

All criteria at level A are considered essential unless stated otherwise.

#### Qualifications

##### Level A

If no or limited experience:

- Postgraduate or equivalent Level 7 qualification or above in a related discipline.

If relevant work experience (minimum 7 years):

- Good general level of education (minimum of 2 A levels, or equivalent, in related disciplines such as maths).

##### Level B (in addition to level A criteria)

##### Level C (in addition to levels A and B)

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#### Knowledge

##### Level A

- Understands when to apply advanced analytical and statistical techniques, knowledgeable about the various methods available, and can advise on their appropriate use.
- Good knowledge of data security and applying data protection principles and legislation.
- Knowledge of Service Area.
- Basic understanding of project management principles.
- Understanding of legislation and statutory requirements relating to Service Area.
- Basic understanding of inspection frameworks relating to Service Area.
- An awareness of the One Medway Council Plan
- A good understanding of equality, diversity and inclusion.

##### Level B (in addition to level A criteria)

- Expert knowledge of Service Area data, including data sources, usage and recording practices, with a strategic understanding of key workflows and processes, and the capability to lead initiatives that enhance data integration and utilisation across the organisation.
- Detailed knowledge of Service Area interventions, services, policies and strategies.
- Expert understanding of legislation and statutory requirements relating to Service Area with the ability to advise on compliance and ensure adherence to standards.
- Expert knowledge of the inspection frameworks relating to Service Area, including how to lead on preparation efforts, ensure compliance during site visits, and effectively act on findings.
- Expert understanding of the legislation that applies to requests for information, including FOI requests and SARs.
- Good understanding of the One Medway Council Plan to ensure alignment with workstreams.

##### Level C (in addition to levels A and B)

- Maintains a strong overarching knowledge of the data profession.
- A comprehensive understanding of Service Area, including operations, plans and strategies, and its integration within the Directorate and Council.
- Expert knowledge in inequalities data, with a thorough grasp of their complexities and far-reaching impacts and ability to provide strategic insights.

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- Expert knowledge of the development and implementation of data-driven strategies.
  - Advanced knowledge of predictive, prescriptive and evaluative analytical techniques.
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### Experience

#### Level A

- Substantial experience in intelligence analysis, demonstrating a solid understanding of the field.
- Extensive experience in overseeing and managing multiple complex projects simultaneously, delivering insightful and robust analytical products that align with organisational goals, while ensuring successful delivery within scope and time constraints.
- Extensive experience of using specialist software and tools, such as Excel, R, SQL, and Power BI, for comprehensive data analysis, reporting, and decision support.
- Expert experience applying the principles of GDPR and information governance, leading compliance efforts, ensuring the completion of DPIAs, and overseeing the implementation of data protection policies and procedures.
- Proven experience in managing multiple staff members, including supervision, staff development, and workload management.

#### Level B (in addition to level A criteria)

- Advanced proficiency in managing and interpreting Service Area data sources to guide strategic direction and policy development.
- Experienced in effectively leading a successful team of data analysts.
- Experience of budget management.
- Experience of providing specialist advice and guidance on advanced analytical and statistical techniques.
- Extensive experience overseeing the creation, maintenance, and development of performance dashboards and reports that drives improvement.
- Extensive experience managing the submission of statutory data returns, ensuring organisational compliance.
- Experience of managing the submission and responses for data related to inspection frameworks.
- Extensive experience managing requests for information, including FOI requests and SARs, ensuring organisational compliance and handling complex cases.
- Experience of contributing to the development and implement of processes to ensure that data is handled according to the principles and requirements of GDPR, including through DPIAs and handling data breaches.

#### Level C (in addition to levels A and B)

- Experienced in executing strategic plans for data management and analytics, aligning with organisational goals.
- Championed the use of inequalities data to inform decision-making and policy development.
- Implemented industry standard methodologies and innovative approaches to enhance operational efficiency and effectiveness.
- Led complex discussions with stakeholders about analytical projects and approaches.
- Proven track record of engaging and collaborating effectively with colleagues and senior management.
- Extensive experience leading cross-functional team projects, including Public Health, Children and Adults, ICT, Finance, etc., to integrate data insights across the organisation and drive strategic initiatives.
- Led efforts to create a robust data culture within the service area.
- Led on the improvement of data literacy and analytical skills among practitioners and managers across the directorate.

### Skills

#### Level A

- Able to appraise the accuracy and quality of a range of data ensuring that data is fit for the intended analysis and that the analytical products are suitable for their audience.
- Can determine which tools and techniques to use to explore or solve a variety of business issues.
- Able to solve complex analytical problems which require data or information from multiple sources.
- Can explain data patterns and their implications on interpretation and promote data-driven decision-making.
- Can present analysis and data visualisations in clear ways to communicate complex messages.
- Able to communicate relevant, compelling stories using the most appropriate medium.
- Able to produce original written material that is accessible, referenced and publishable, including the production of literature reviews.
- Takes an active interest in all staff members' development and ensures that training opportunities are seized upon.
- Agree and control expenditure required for the effective running of the team.
- Acts with care, empathy, and understanding, ensuring the team knows support is always available to them.
- Consistently prioritise the wellbeing of colleagues, ensuring a supportive and healthy environment for everyone.

#### Level B (in addition to level A criteria)

- Advanced expertise in relevant tools, applications and systems and can share knowledge with others.
- Able to align analysis to business needs and exploit technologies to automate repetitive outputs.
- Able to ensure performance measurement frameworks are continuously aligned to business needs and strategy.
- Can advise and support staff to select appropriate analytical techniques and create models that support the business strategy.
- Able to guide colleagues to create and interpret strategic insights.
- Able to look beyond initial requirements of a request, challenge assumptions and communicate insights effectively.
- Able to confidently communicate positive and negative information, including difficult messages based on the data, while effectively managing stakeholder expectations.
- Capable of effectively challenging inappropriate requests or changes through constructive negotiations and conflict management, offering suitable alternatives to ensure optimal outcomes.
- Able to apply and oversee a range of analytical and statistical practices, can advise on best practice and guide others to a high standard.
- Can facilitate the development of systems and processes to improve the use of tools and techniques.
- Able to support the development of systems to provide continuous availability of business-critical data.
- Able to identify and mitigate risks to the data flows and processing capacity and implement improvements.
- Capable of adapting and developing new or improved ways of working to support the team, directorate and wider analytical community.
- Can identify development opportunities for the team, adopting innovations and practices learned from the wider analytics community.
- Can foster a supportive yet challenging team culture that drives productivity and effectiveness.

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- Can appreciate the importance of trying new things and failing in a controlled environment into ways of working whilst always celebrating success.
- Capable of ensuring that every team member feels valued and appreciated, fostering a positive and inclusive work environment.
- Aware of the pressures faced by senior managers, as well as those in the team, and are able to work collaboratively to ease them.
- Able to agree and control budget allocations, highlighting anomalies in expenditure and make suggestions for the reallocations of funding.

### Level C (in addition to levels A and B)

- Capable of championing the importance of inequalities data recording and inclusion across the directorate, organisation and with external stakeholders.
- Able to act as an advocate for professional standards and values within your field of expertise.
- Can proactively listen to the needs of technical and business stakeholders and explain them to each other and can facilitate difficult discussions within your team and diverse senior stakeholders.
- Able to seek out opportunities to work collaboratively with colleagues to pre-empt requests.
- Can facilitate networking opportunities for your team, including those with external organisations.
- Able to engage with the wider analytical community to share learning and knowledge which helps others develop analytical skills.
- Able to understand changes within the service with a view to offering solutions to foreseen requirements and anticipate and plan for changes to any business or technical constraints.
- Can apply innovative approaches to resolve business and team issues.
- Can actively seek out emerging tools and techniques and find ways to apply them.
- Able to design and test new techniques which can be replicated in other areas of analytics.
- Can anticipate and remove blockages to the processing of data and influence senior stakeholders to facilitate the creation and flow of appropriate data.
- Can proactively promote approaches to ensure data variability and standardisation are routinely used in analysis and explore how further metrics and statistics could enhance comprehension of the data.
- Able to oversee the development and maintenance of performance measurement frameworks.
- Can engage and influence a variety of stakeholders and shape strategic thinking with data-driven insights, providing complex recommendations at both tactical and strategic levels.
- Able to participate in complex technical debates with other specialists whilst using accessible and accurate language.
- Able to produce accurate projections based on current expenditure and foreseen developments within the Service Area.
- Able to confidently represent and deputise for the Head of Service as required.