

## Job Description

Job title	Public Health Intelligence Analyst
Directorate	PEOPLE : Children and Adults
Division	Public Health
Range	MPR 4
Reports to	Senior Public Health Intelligence Analyst

---

### 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 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.

Responsible for managing and extracting data from various sources and ensuring data quality and accuracy. Create performance dashboards and reports, ensure compliance with statutory and mandatory reporting, conduct data analysis to identify trends and insights, and deliver clear and engaging data presentations. Maintain updated knowledge of the latest data sources and analytical tools and adhere to data protection regulations. Assist in training and development across the directorate and participate in recruitment and induction training as necessary.

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

### Accountabilities and outcomes:

**Data management and data quality:** Regularly update core datasets from various internal and external sources including databases and spreadsheets, developing processes and build reports to clean data and ensure information is accessible and retrievable by others, scrutinise datasets for data quality, implement checks to identify errors or omissions in data, and resolve any data issues to maintain accuracy and reliability.

**Performance monitoring:** Create, maintain, and develop performance dashboards and reports to support the organisation to understand its performance and attend workshops or one-to-one consultations to provide support, advice and guidance to the Service Area.

## Medway Council Job Profile

**Statutory returns and information requests:** Complete the timely and accurate delivery of data and information in the required format for statutory and mandatory returns and support the response to Freedom of Information (FOI) requests and Subject Access Requests (SARs) ensuring these are delivered in accordance with the legal timeframes.

**Data analysis and data protection:** Conduct data analysis to identify trends, patterns, and insights, summarising findings to ensure that all operational and strategic decisions are evidence-based and adhere to data protection regulations and council policies by following established protocols for data security and privacy in all assigned projects.

**Joint Strategic Needs Assessment (JSNA):** Contribute timely data and information to keep the JSNA up to date, ensuring the current and future health and social care needs of the local community are identified, summarised and accessible for stakeholders.

**Presentation and communication:** Deliver data presentations in a clear, meaningful, and engaging manner, both verbally and in writing, tailored to accommodate both technical and non-technical audiences.

**Innovation and excellence:** Keep up to date with the latest data sources, emerging analytical tools, and current national evidence to produce innovative intelligence that reflects recommended methodologies.

**Training and development:** Assist the training and development of colleagues across the directorate in fundamental information and intelligence skills, sharing knowledge and supporting them become proficient with data tools. On occasion this will include participating in the recruitment, induction and development of interns, apprentices and analysts, as well as deputising for the Senior Intelligence Analyst as required.

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.

### 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.

## **Medway Council Job Profile**

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 Senior Public Health Intelligence Analyst

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

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

- Good general level of education (five GCSEs grade 4-9/A\*-C or equivalent, including Maths and English).

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

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

---

#### Knowledge

##### Level A

- Understanding of data types and how to summarise data.
- Understanding of basic analytical concepts and how to perform simple calculations.
- Knowledge of how to create basic charts and graphs using common software tools like Excel.
- An awareness of confidentiality, GDPR Legislation and Data Protection procedures.
- An awareness of equality, diversity and inclusion.

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

- Understanding of relevant data sources; their types, source, context, storage and 'owners'.
- Understanding of whether data is 'fit for purpose' and can sense check data and analysis.
- Knowledge of how to plot data visually to display snapshots, time series and variance.
- Understanding of how performance can be described, monitored and influenced by data, and the importance of performance measurement to the business and its objectives.
- Functional knowledge of relevant tools, applications and systems used, such as R, SQL, Power BI, Excel, and case management databases.
- Knowledge of the key data protection principles.
- Understanding of when data can be accessed and shared and know who in the organisation to approach for advice / approval.

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

- Knowledge of Service Area data, including data sources, usage and recording practices, as well as an understanding of key workflows and processes.
- Knowledge of Service Area interventions, services, policies, and strategies.
- Basic understanding of legislation and statutory requirements relating to Service Area.
- Basic understanding of inspection frameworks and their importance in Service Area.
- Understanding of the legislation that applies to requests for information, including FOIs and SARs.
- Understanding of the timeliness of data and the need for data to flow with minimal interaction.
- Understanding of the role of descriptive analytics and the difference between this and inferential / predictive analysis.
- Understand how geographical data can be displayed to show geographical features such as simple choropleth mapping using appropriate tools.
- Foundational understanding of social, economic, and health inequalities.

## Medway Council Job Profile

---

### Experience

#### Level A

- Basic experience using data analysis tools and software, such as Excel, SQL, R, and Power BI, for data manipulation and reporting.
- Experience working as part of a team, contributing to project tasks and deliverables.
- Proven experience working autonomously, with access to advice and guidance when necessary.
- Experience dealing with work-related pressure, for example, from deadlines, interruptions, or conflicting demand.
- Experience of supervising others and being able to provide guidance and direction to others.

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

- Experience working within a performance or business improvement environment.
- Experience working with Service Area data sources to support accurate and insightful analyses.
- Experience assisting with the completion of statutory returns, ensuring accuracy and compliance.
- Experience supporting the processing of requests for information, including FOI requests and SARs, ensuring responses are accurate and timely.

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

- Experience leading small-scale projects, coordinating tasks, and ensuring project milestones are met.
- Experience being responsible for the completion of statutory activities.
- Experience being the lead contact for an area of work for both internal and external partners.
- Experience supporting services with the design, review, and implementation of processes related to data flows.
- Basic experience independently applying the principles of GDPR and information governance in data handling and analysis.
- Experience ensuring that inequalities data is considered and included in all analyses where available.

---

### Skills

#### Level A

- Proficient in the use of Microsoft packages including Word, Excel, Outlook and Teams with good numeracy and computer literacy skills.
- Strong verbal and written communication skills, with the ability to convey complex information clearly and effectively.
- Able to follow and interpret guidance to ensure compliance and accuracy of work.
- Can perform data extraction and manipulation.
- Ability to recognise basic issues of data quality and act with guidance to prevent or counteract them.
- Can apply basic techniques to transform data into information for the target audience.
- Comfortable conducting simple analyses using descriptive statistics.
- Can actively engage in meetings by asking insightful questions and sharing valuable information or analysis, making a positive contribution.
- Can take responsibility for regular tasks and effectively plan workload.
- Demonstrates professional values at all times.

## Medway Council Job Profile

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

- Can independently manage workload and seek support for prioritisation when needed.
- Able to use a chosen tool to create or manipulate data sets and create basic visualisations, such as R, Python, Excel, or SQL.
- Able to use specific visualisation software, such as Power BI, to produce basic visualisations, including histograms, bar charts and box plots.
- Can summarise data and explain what different measures mean.
- Can recognise patterns, outliers, data quality issues and assess whether data and analysis align with established practice and expectations.
- Able to interpret analysis produced by others and communicate it with stakeholders.
- Able to select the appropriate media to communicate findings and can shape communications relevant to the audience and their needs.
- Aware of the stringent data governance requirements in the service area and able to follow all data security procedures as directed locally and nationally.
- Able to build instructions into working using own initiative whilst confirming changes with senior colleagues.
- Can participate in meetings, representing the intelligence team, making meaningful contributions, and providing feedback to the team.
- Able to actively engage with members of the department in an enthusiastic but patient manner.

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

- Able to approach data and analysis with curiosity, asking insightful questions about the data, its context and the analysis itself.
- Able to work with the requestor of the analysis to understand the underlying question and explain it to colleagues.
- Able to define the context for findings and can give appropriate recommendations.
- Able to identify sources of information to help complete assigned projects whilst using initiative to show the most efficient way to complete daily tasks.
- Can identify where automation would improve processes.
- Can follow and contribute to practices and procedures describing the production of regular analyses and reports.
- Can confidently deliver data related presentations to colleagues in the Service Area.
- Seeks opportunities to share knowledge and skills with colleagues.
- Can oversee, co-ordinate or train other employees where required.
- Able to demonstrate mindfulness of other people's pressures and priorities.
- Can present an openness, aptitude, and willingness to learn and seek out opportunities to do so.
- Proactive in defining and managing workload.
- Shows exceptional integrity in professional conduct.
- Able to confidently represent and deputise for the Senior Intelligence Analyst as required.