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| **Job Title**  | Insight Analyst |
| **Department** | Public Health and Wellbeing |
| **Job Family** |  |
| 1. **PURPOSE OF THE JOB**
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| Pennine Lancashire is one of 12 areas that have been selected to be Sport England Local Delivery Pilot. This innovative approach will see a placed based focus on whole system changes to promote increased levels of activity. Local Delivery Pilots represent a major investment by Sport England, allocating a £100m funding pot across the 12 areas over 4 years. This is a high profile and exciting opportunity for Pennine Lancashire to make a significant difference to the health and wellbeing of its communities and you could play a key role in this.Pennine Lancashire’s Local Delivery Pilot is titled ‘Together an Active Future’.The Together an Active Future Insight Analyst willTake a key role in providing the range of Wellbeing, Physical activity and community insight required to inform policy and strategy development and provision development, and ensure resources are targeted effectively. This will involve the post holder in undertaking: the collation, analysis and interpretation of different types of data, information and intelligence; the design and delivery of research and evaluation; and the provision of technical advice on both quantitative and mixed methods. The post holder will be a key member of the TaAF team, driving insight strategy for Together a Healthier Future, strategic commissioners, Pennine Lancashire Councils and partners. |
| 1. **MAIN AREAS OF RESPONSIBILITY**
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| 1. To provide specialist technical advice on spatial data patterns, statistics and statistical techniques, and the interpretation of data about health and wellbeing, physical activity, communities and other datasets and turning that data into intelligence.
2. To use relevant skills, knowledge and experience to obtain, analyse, interpret and report information relating to health and wellbeing physical activity and communities; and support the development of a number of statistical / information services for TaAF and partners.
3. To provide high quality technical and analytical support for the collation and interpretation of data, statistical and other quantitative information, including from literature review.
4. To take a lead role in quantitative research and evaluation, including designing and implementing surveys, questionnaires etc. and analysing findings.
5. To contribute to other types of research and evaluation e.g. designing studies and analysing findings from mixed methods projects that employ both quantitative and qualitative methodologies.
6. To lead specific data and intelligence projects and provide specialist advice on evidence to inform public health policy, commissioning and strategic decision making.
7. To increase the range and sophistication of available health and wellbeing, physical activity and population information resources through applying best practice and working with TaAF colleagues and external partners, along with regional and national agencies.
8. To build productive and effective working relationships, through engagement and communication with internal and external partners relevant to TaAF `knowledge’, intelligence, and the R&D agenda, including colleagues in Councils, NHS, universities, independent and 3rd Sectors, and the physical activity, local health and social care community.

The following highlight key tasks that the post holder will be expected to undertake within the role:-1. To deliver a **high standard of service** in all aspects of the role, as directed by the Public Health the TaAF Core Team
2. Provision of **specialist technical skills** and advice on health and wellbeing, physical activity, community intelligence and information issues including the development and analysis of health related data sets.
3. Act as the TaAF lead specialist for data, and statistical methodologies.
4. Undertake data analysis, collation, comparison, interpretation and presentation, utilising spreadsheets, maps and analytical tools across a wide range of data sets relevant to health and wellbeing, physical activity and communities to generate insight.
5. Apply appropriate statistical methods in the analysis of health and wellbeing, physical activity, communities and other datasets, comparative statistics and trends over time; focussing on turning data into actionable evidence to inform policy, strategy and intervention development.
6. Provide consulting advice on a range of methodological and statistical issues relating to the design, conduct and analysis of surveys and research, and disseminating the learning from them.
7. Provide informed technical support to the TaAF team and colleagues across Pennine Lancashire, including advice to non-specialists on the use and interpretation of quantitative and mixed-methods analysis for measuring health and wellbeing, physical activity and community outcomes in the local population.
8. Undertake evidence synthesis and literature review to support the design and delivery of quantitative and mixed-methods research, project evaluations, and service developments.
9. Contribute to the design and implementation of quantitative and mixed-methods projects (e.g. lifestyle surveys, and projects including interviews/focus groups for social marketing or user engagement) to support service development.
10. Ensure that **data collection, processing and analysis** follow all appropriate governance, ethical and legislative requirements for the management of personal and sensitive data
11. **Prepare and deliver insight and research** products such as but not limited to reports, briefings/presentations, infographics and dashboards.
12. Provide specialist advice and guidance on research methodologies in the context of bids for funding, needs assessments and evidence-based practice.
13. Work with internal and external partners to provide and develop mutual support e.g. analytical issues, data quality and information, research and evaluation.
14. Support the provision of analysis and interpretation in response to external requests for information.
15. Plan and prioritise own work programme, responding to and dealing with unanticipated problems, knowing when to seek advice.
16. Keep abreast of relevant national information developments as part of continuous professional development.
17. Play an active part in and promote a positive, pro-active, **dynamic culture** within the team
18. **Represent** Together an Active Future at local, sub-regional, regional and national meetings
19. **Managing change** and actively seeking innovative ideas whilst maintaining awareness and understanding of current legislative requirements such as Purdah guidance
20. **To be an enthusiastic and motivated champion** of Together an Active Future, to support the programme’s key principles and advocate for ‘doing things differently’.

General Information This is an outline job description only and the post holder will be expected to undertake the duties commensurate within the range and grade of the post or any lesser duties as directed.NB: The aim of the job description is to indicate the general purpose and level of responsibility of the post. Please be aware that duties may vary from time to time without changing their character or general level of responsibility. Duties may be subject to periodic review (in consultation with the postholder) to reflect the changing work requirements |
| 1. **KNOWLEDGE, SKILLS & ABILITIES**
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| Note to applicantsWhilst all criterions below are important, those under the Essential heading are the key requirements. You should pay particular attention to these areas and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview.

| Essential criteria | Necessary requirements – skills, knowledge, experience etc. |
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|  | Relevant masters degree or equivalent professional qualification with significant practical Public Health data science/analytical and evaluation experience in the public sector. |
|  | Previous experience in a specialist/analytical role providing technical advice on statistics, and statistical and other quantitative techniques |
|  | Significant experience of working with multiple sets of data and information systems, and of accessing and appraising complex data sets in order to deliver accurate, concise and detailed reports/analyses on time |
|  | Experience in the use of statistical methodologies for analysing, interpreting and understanding data sets in health and wellbeing, physical activity and wider factors e.g. housing, education, crime |
|  | Experience of other types of research and evaluation e.g. mixed methods projects employing both quantitative and qualitative methodologies. |
|  | Experience of carrying out evidence synthesis, including from literature review |
|  | Experience using relevant software systems such as Microsoft Office, GIS (e.g. MapInfo), SPSS or equivalent |
|  | Experience of presenting analyses and dissemination in different formats e.g. written reports, electronic and visual formats, and verbally |
|  | Experience in the training and development / mentoring of others in e.g. statistical and information skills |
|  | Knowledge of current health/social care systems, the roles of key stakeholders and partner agencies, and the legislation and requirements placed on Public Sector, Councils and the local physical activity, health and social care community |
|  | Knowledge and understanding of physical activity, health and wellbeing, public policy and of relevant data/information sources relating to health and wellbeing, physical activity and wider factors e.g. housing, education, crime |
|  | Knowledge of data analysis, interpretation and management techniques including the benefits of both quantitative and mixed-method approaches  |
|  | Knowledge and understanding of data security issues, and confidentiality |
|  | Highly numerate with excellent analytical and statistical skills, and proven attention to detail/accuracy in the analysis and interpretation of data |
|  | Proven ability to manipulate and interpret qualitative data, which can often be complex. |
|  | Excellent written and verbal communication skills, with ability to produce concise and accurate reports and to present information for diverse audiences |
|  | Communication and interpersonal skills to engage with individuals and groups at all levels and to establish key relationships with internal and external partners |
|  | Ability to work both independently and as part of a team |
|  | Effective organisational/planning skills, including ability to prioritise workloads, work flexibly in a changing environment and meet tight deadlines/timescales |

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"This key requirements document forms part of the contract of employment of the person appointed to this post.  It reflects the position at the present time only and may be changed at management’s discretion in the future."

"As a general term of employment, the Council may affect any necessary change in job content, or may require the post holder to undertake other duties, at any location in the Council’s service, provided that such changes are appropriate to the employee’s remuneration and status"

"As a term of your contract of employment, the Council reserves the right to vary your hours of work and require you to work outside the range of your 'typical working arrangements' specified in your Statement of Particulars.  This will also include weekend working.  The Council reserves the right at its discretion to effect this condition of your employment. Should this be necessary you will be given reasonable notice of any proposed changes.