

Principal Public Health Intelligence Analyst

Grade:	SMR A	Date:	August 2026
Post No.	TBC	Evaluation No.	LBN 926
Directorate:	Adult & Public Health		
Reports to:	Public Health Consultant		

Budget Responsibility	No. of Direct Reports
N / A	3

Overall Purpose of this Role

- The core purpose of the job is to lead the Public Health Intelligence service to produce actionable insight and intelligence that will inform decision making to improve population health and reduce inequity.
- The post holder will ensure that population health intelligence actively shapes strategy, commissioning, and service transformation across Newham and North East London while reflecting local, regional and national priorities.
- The post holder will lead specific projects that provide health intelligence to enable a full understanding of health and care needs in the area, address health inequalities, determine priorities for action and support commissioning decisions. They will actively disseminate findings from a wide range of analyses.
- The post holder will lead on the design, methods, production and quality assurance of the intelligence function and embed a continuous quality improvement approach.
- The role requires expert advice on the application of novel and innovative data science techniques to generating actionable insight from data including the development of more complex epidemiological analyses using advanced statistical techniques (e.g. risk stratification, modelling, regression, segmentation, and forecasting).
- Part of this role is to raise standards in the use and understanding of population health and champion the use of intelligence to help improve the quality of decision making. As a part of this, the post holder will improve access to and training for available tools and support the development of analytical confidence and capability across the wider workforce, including the use and interpretation of statistical and epidemiological information. They will be able to guide and advise others in their decision-making processes based on sound public health knowledge and evidence.
- The post holder will ensure that the provision of high quality and often complex information from a range of sources is appropriately analysed and interpreted for use at operational and strategic levels to support and inform decision making. They provide expert statistical and epidemiological advice to the organisation and other strategic partnerships, including the Integrated Care System.
- The post holder will undertake research to support public health intelligence objectives.

The post holder will report to the Public Health Consultant (Lead for Public Health Intelligence) and manage a team of Public Health Analysts.

Key Responsibilities

Key responsibilities below are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

1	Lead the production of actionable insight and intelligence to understand population need and target services to improve population health and reduce inequalities through informed decision making
2	Lead, manage and develop Newham's Public Health Intelligence team and continuously raise standards and quality of their work. Plan and deliver the team's work including the JSNA, PNA and needs assessments, in agreement with the Assistant Director / Lead for Public Health Intelligence and Public Health SMT
3	Lead the provision of high quality and complex public health intelligence and advice across the Newham health and care system by using specialist public health data analysis across a wide range of datasets
4	Lead the development of key working relationships and partnerships with a variety of stakeholders and provide system-wide leadership role across the local authority, NHS partners, Integrated Care System (ICS), and wider public sector including providing advice to Members and Directors
5	Develop a detailed knowledge of the local population characteristics to inform workplans and the production of insight
6	Maintain an excellent knowledge of epidemiology, statistical methods, health analytics techniques, data science, data sets and the application of evidence-based approaches to improving health. Apply learning to develop novel methods to your work and direct team member development and learning
7	Use excellent communication skills to present complex analyses to a range of stakeholders from specialist and non-specialist backgrounds
8	Raise standards in the use of health intelligence across the health and care system through access to intelligence tools and their appropriate use, and the provision of training on health data science to inform better decision making

Areas of Knowledge and Understanding Required from Senior Managers

Strategy

Effective strategy formulation is crucial for achieving organisational goals and ensuring long-term success. It involves setting clear objectives, analysing internal and external environments, and developing actionable plans to navigate challenges and seize

opportunities. A well-defined strategy aligns the organisation's resources and efforts towards a common vision, fostering coherence and direction across all levels. By continuously monitoring and adjusting the strategy in response to changing circumstances, organisations can maintain their competitive edge and drive sustainable growth.

Service Quality

Service quality is the cornerstone of customer satisfaction and loyalty. It encompasses the consistent delivery of reliable, responsive, and empathetic services that meet or exceed customer expectations. High service quality is achieved through well-trained staff, efficient processes, and a customer-centric culture. By actively seeking feedback and continuously improving service delivery, organisations can build strong relationships with their customers, enhance their reputation, and differentiate themselves in the marketplace.

Performance

Performance management is essential for maximising organisational efficiency and effectiveness. It involves setting performance standards, monitoring progress, and providing feedback to ensure that employees and teams are meeting their objectives. By fostering a culture of accountability and continuous improvement, performance management helps identify areas for development and recognise achievements. This process not only enhances individual and team performance but also contributes to the overall success of the organisation.

Resource Management

Resource management is the strategic allocation and utilisation of an organisation's assets, including human, financial, and physical resources. Effective resource management ensures that resources are used efficiently and effectively to achieve organisational goals. This involves planning, monitoring, and controlling resources to avoid waste and maximise value. By optimising resource allocation, organisations can improve productivity, reduce costs, and enhance their ability to respond to changing demands and opportunities.

Leadership and Culture

Leadership and culture are fundamental to shaping an organisation's identity and driving its success. Effective leadership inspires and motivates employees, fosters innovation, and guides the organisation through change. A positive organisational culture, characterised by shared values, trust, and collaboration, enhances employee engagement and performance. By cultivating strong leadership and a supportive culture, organisations can create an environment where employees thrive, and collective goals are achieved.

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Key Statements – Working for Newham Council

People at the Heart of Everything We Do

You must be committed to putting people – Newham residents and Council staff – at the heart of everything you do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and Diversity

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our Staff and Services

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate Parent

Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

H.E.A.R.T Values

All employees should familiarise themselves with and fully embrace our HEART values. These core values and behaviours of Honesty, Equality, Ambition, Respect and Together belong to everyone at the council and we all have a responsibility to practise them and make sure they are visible in everything we do.

Personal Specification

IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

Person Specification Requirements	Assessment Method (A/I/T)
Qualification Requirement	
Educated in a suitable postgraduate qualification such as health, public health, epidemiology, statistics, social and behavioural sciences, health data science or a similar numerate discipline.	Application / Interview /
Demonstrates an on-going commitment to learning and skills development to maintain and develop their data science knowledge and skills.	Application / Interview /
Knowledge	
A strong understanding of the principles of public health, health inequalities and the wider determinants of health including public health approaches to assessing need, methods for conducting evaluation and determining health outcomes.	Application / Interview /

Excellent knowledge of the use, analysis and interpretation of health and care datasets, including sources of data, their strengths and weaknesses, and appropriate methods for answering different public health questions.		Application / Interview / Test
Excellent knowledge of health data science, population health analytics and the production of insight to inform decision making.		Application / Interview / Test
Skills		
Excellent project management, time management and prioritisation skills, able to oversee a team working simultaneously on several complex and challenging projects. Skilled in leading multiple complex projects concurrently with clear prioritisation. Planning, organising, and prioritising your workload and that of the team to deliver high-quality outputs to deadline.		Application / Interview /
Excellent standard of oral and written communication skills, demonstrated by the ability to synthesise and present complex information, in a variety of formats to a variety of audiences. Ability to produce high-quality research outputs which are accurate and accessible to all stakeholders, including non-experts. Ability to influence others through effective communication. Communicate complex findings to non-technical audiences using clear narratives, visualisations, and storytelling.		Application / Interview / Test
Skilled at training and developing team members and wider stakeholders, including non-experts. Able to motivate and guide team members to work effectively with the ability to mentor, coach, and develop others.		Application / Interview
Excellent health data science / public health analysis skills with ability to draw insight from data and develop narrative to influence and inform decision making		Application / Interview / Test
Experience		
Leadership of teams with a substantial health data science, health or care data analysis component demonstrating ability to raise standards and drive improvements. Experience of managing others or a small team of analysts in accordance with corporate policies, demonstrated by an understanding of management strategies.		Application / Interview
Routine provision of insight that successfully influenced decision-making leading to reduced inequity, improved quality, or directed substantial commissioning decisions.		Application / Interview
Working collaboratively with colleagues across a local health and care system to improve service quality and reduce inequity. Experience of representing an organisation in regional/national forums.		Application / Interview
Able to understand an issue and identify the appropriate insight, analysis and data required to inform relevant decision-making.		Application / Interview / Test
Additional Requirements		
DBS	Yes	Level: Basic
Politically Restricted Post	No	
Participate in monthly on call rota	No	

Summary of required competencies for Principal Analyst

Domain 1: Analytical leadership, Collaboration & Capability Building

Provides overall strategic and analytical leadership for the intelligence function; sets direction, shapes priorities and champions the role of insight across the wider system. Leads cross-system relationships and positions the team as a trusted strategic partner across public health, commissioning, providers and wider stakeholders. Leads capability-building across the team and wider workforce through standards-setting, mentoring culture, workforce development and structured learning approaches. Leads the service model, prioritisation approach and continuous improvement of PHIT capacity, processes, products and overall service offer; manages competing priorities across senior stakeholders and partners, and negotiates trade-offs to maintain strategic alignment and effective use of team capacity.

Domain 2: Insight and Analytical Methods

Sets direction and provides expert oversight on population health assessment and surveillance; assures methodological quality and ensures outputs are aligned to strategic priorities and decision-making needs. Provides expert leadership on analytical and modelling approaches across the team; sets standards for methodological quality, innovation and appropriate use of advanced methods. Provides expert oversight of evidence synthesis standards and ensures high-quality evidence appraisal informs strategic and high-stakes decision-making. Provides expert leadership on evaluation strategy, design and quality assurance; ensures evaluation is embedded in service review, commissioning and organisational learning.

Domain 3: Data Infrastructure, Engineering and Governance

Sets expectations and standards for data asset management, documentation and reuse across the team; advises on data architecture and infrastructure needs. Provides expert overview on standards for quality, transparency and reproducibility across the team, particularly for complex or high-risk work. Shapes the team's approach to linkage, infrastructure and automation, prioritising developments that strengthen capacity, scalability and strategic value. Provides leadership and expert judgement on governance, privacy and ethical trade-offs; ensures the team maintains a culture of secure and responsible practice.

Domain 4: Equity, Ethics and Anti-racist Intelligence Capability theme

Sets expectations that equity is a core requirement of analytical practice and ensures it is embedded in priorities, products and quality standards across the team. Provides expert leadership on bias, representation and data limitation issues in complex analysis and monitoring frameworks; ensures these are systematically addressed in methods and advice. Provides visible leadership on ethical, accountable and anti-racist intelligence practice; sets expectations for how the team addresses structural inequality through its work. Ensures mixed-evidence and resident-informed approaches are embedded in the team's methods, products and strategic relationships, and sets expectations for robust, proportionate and unbiased use of qualitative evidence in intelligence work.

Domain 5: Communication, Storytelling and Decision Support Capability theme

Sets expectations for how analysis is translated into actionable intelligence and provides senior advice on narrative framing and recommendations for high-stakes decisions.

Provides leadership on product standards and ensures dashboards and intelligence products support strategic, commissioning and performance decisions.

Positions PHIT as a strategic partner in commissioning and decision-making; frames options, implications and trade-offs for senior stakeholders and organisational priorities.

Builds strategic relationships and provides senior advisory input on complex, ambiguous or politically sensitive requests, ensuring the team's work remains aligned to decision need.