

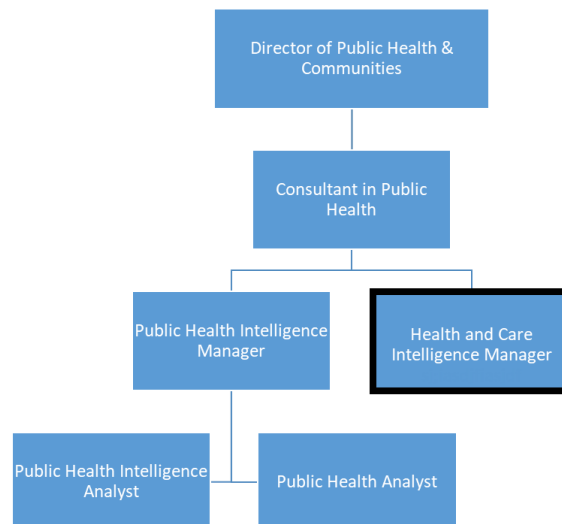
ROCHDALE BOROUGH COUNCIL

JOB DESCRIPTION

SERVICE:	Public Health and Communities
SECTION:	Public Health Team
LOCATION:	Number One Riverside
JOB TITLE:	Health and Care Intelligence Manager
POST NUMBER:	204549
Grade:	Grade 10
Accountable to:	Consultant in Public Health
Accountable for:	n/a
Hours of Duty:	37 hours per week worked in accordance with the Authority's Work Life Balance scheme
Any Special Conditions of Service:	The Authority operates a Smoke Free Policy for all its employees and applies to any building and associated grounds within in the immediate vicinity of the building which is wholly owned, leased or operated and occupied by RBC.

The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects staff to share this commitment.

ORGANISATIONAL CHART



PURPOSE AND OBJECTIVES OF THE JOB

- Provide specialist technical advice and support and strategic leadership for health and Care Intelligence.
- Work collaboratively with other intelligence capacity across health and social care in support of the delivery of the Rochdale Locality Plan.
- Develop and deliver the required processes, systems and related governance arrangements, whilst ensuring quality standards. Requirements will be based on the Health & Care Intelligence needs of Rochdale Council, Rochdale Integrated Care Partnership and Health & Wellbeing Board (HWB).
- The role will be responsible for working collaboratively with the ICB to shape the development and design of new datasets, ensuring they support effective monitoring of the neighbourhood programme and enable the integration of health and social care data.
- The role will develop innovative means of presenting information for all audiences and seek ways to engage stakeholders in improving the quality of health and social care information upon which robust commissioning decisions can be made.

Control of Resources

Personnel

As assigned in light of specific work allocated.

Financial

The post holder will be responsible for a budget relating to the development and publication of the health and care neighbourhood profiles.

Equipment/Materials

Responsible for all equipment and materials (manual and non-manual) used by the post holder and any supporting staff.

Health/Safety/Welfare

Responsibility for the safety and welfare of self and colleagues in accordance with the Health and Safety Policies of the Council.

Equality and Diversity

To work in accordance with the Authority's Policy relating to the promotion of Equality and Diversity.

Training and Development

The post holder will be responsible for assisting in the identification and undertaking of his/her own training and development requirements in accordance with the Council's Performance Management Framework.

Relationships (Internal and External)

- NHS Greater Manchester (GM)
- Rochdale Health & Wellbeing Board
- Health & Wellbeing Board JSNA related Groups
- Rochdale Council Business Intelligence Network
- Greater Manchester Public Health Intelligence Network
- OHID Local Knowledge and Intelligence Service
- Service Providers
- NHS GM HMR
- Local Infrastructure Service and other voluntary sector organisations
- All departments across Rochdale Borough Council, including Members

Responsibilities

The post holder must -

- (i) Perform his/her duties in accordance with Rochdale Borough Council's Equality and Diversity Policy.
- (ii) Ensure that Rochdale Borough Council's commitment to public service orientation and care of our customers is provided.

Values and Behaviours

Approach the job at all times using the values set out below:

- Proud of the difference we make
- Passionate about the diversities of the Borough
- Pioneering and Open in our Approach

Principal Duties

Communication

1. Work in partnership with other information and intelligence professionals from a range of organisations, including NHS GM, OHID, NHS trusts, commissioned provider services and voluntary and community sector groups to ensure an integrated and/or aligned intelligence system were possible.
2. Develop a collaborative approach with key partners within Rochdale Borough Council to ensure development of a shared integrated vision resulting in co-production of intelligence resources and outputs.
3. Clearly communicate the results of highly complex, sensitive and sometime contentious, statistical analysis and concepts to a wide range of staff within Rochdale Borough Council and its partners, including members of senior management teams, elected members and patient/public representatives, and to guide them on a certain course of action where necessary.
4. Support and work in partnership with Intelligence colleagues from NHS GM, other local authorities, including being an active member of the Greater Manchester Public Health Intelligence Network and the local Business Intelligence Network.
5. Develops good multi-agency relationships with Intelligence colleagues from other local authorities, academic institutions and research units locally and nationally.
6. Design and provide training on the productive use of Intelligence to all Stakeholders.
7. Identify emerging risks to the reputation of the Council and its partners with regard to performance indicator related issues, ensuring prompt communication of potential or emerging issues to senior leaders in health and social care.

Project Management

8. Lead, develop and deliver a Health Intelligence work programme for the Integrated Care Partnership Committee to ensure they meet their statutory health intelligence functions.
9. Support the Director of Public Health and Communities in the production of the Health & Wellbeing Strategy and regular updates.
10. As Performance lead for the Integrated Care Partnership Committee, develop and deliver an effective Monitoring Framework that meets the needs of the ICPC, including reviews of the Better Care Fund performance and outcomes.
11. Contribute to the review and development of existing information management systems and contribute to the development of an integrated approach to project management

through the effective use of intelligence

Planning and Organisation

12. Design, deliver and manage a Health and Care Intelligence service, ensuring this is fit for purpose and meets the Intelligence needs of Rochdale Borough Council, NHS GM HMR and wider partners to support delivery of their objectives.
13. Ensure and manage Health and Care Intelligence capacity and work programmes effectively to meet these needs and requirements.
14. Work collaboratively to develop an aligned approach to monitoring and reporting the Better Care Fund performance and outcomes.

Operational Responsibilities

15. Develop and ensure delivery of a Health and Care Intelligence work programme that meets the needs of RBC; Integrated Care Partnership Committee, Health and Wellbeing Board; and NHS GM HMR, with the overarching aim of improving health and reducing health inequalities.
16. Lead the development of processes and quality systems that will deliver a comprehensive and robust Health and Care Intelligence work programme across Rochdale.
17. Support the Director of Public Health and Communities and the Director of Health & Care Integration (DASS & Deputy Place Lead) in the development of the strategic approach to Health and Care through the provision of a robust Health Intelligence function.
18. Play a key role in advancing innovation and transformation in the use of intelligence across the local health and social care system.
19. Lead the delivery of a range of Health and Care Intelligence products to inform commissioning and service redesign.
20. Lead on Health Intelligence and Performance Monitoring for the Integrated Care Partnership Committee, ensuring that ICPC has robust Intelligence to support delivery of their statutory functions.
21. Translate complex analytical findings into clear, actionable insights that inform the locality plan and support neighbourhood-level working.
22. Integrate health and social care data to provide contextualised, insight-driven intelligence that informs decision-making and service improvement.
23. Update, maintain, organise, gather and analyse information to predict/meet future organisational and team needs by identifying best professional practice.
24. Liaise with externally commissioned health intelligence support services to ensure fit for purpose and value for money service for Rochdale Borough Council
25. Identify, exploit, adapt and develop routine and non-routine data sources to improve health intelligence.
26. Manage all expenditure for the Health and Care Intelligence budget.

Research and Development

27. Apply a range of statistical analysis tools, such as SPSS or GIS, to produce high quality health intelligence outputs, including the application of new and innovative methodologies and techniques to resolve complex analytical problems.
28. Lead on development, implementation, monitoring and evaluation of new information systems/databases as required.
29. Help commission and manage the development of information systems for inputting, storing, manipulating and disseminating statistical data (including web-based systems and geographical information).
30. Identify and evaluate user needs for data collection, analysis and routine/non-routine

outputs.

Information Management

31. Develop and implement robust Health and Care Information Governance procedures and standards.
32. Develop processes for assuring the quality of data collection, collation, analysis and communication.
33. Ensure robust data collection and reporting systems are in place for mandatory Health and Care programmes.
34. Manage information assets, which need to be stored and held according to specific information governance guidelines.

Policy and Service Development

35. Lead and negotiate at a strategic level with internal and external colleagues from a range of partner agencies, the development of a shared vision for an integrated health and care Intelligence function, which can more effectively inform the commission and redesign of services, leading to improved health and care outcomes for local people.
36. Analyse, interpret and present data to highlight issues and risks in support of strategic decision making and service reviews and redesign.
37. Support the Director of Public Health and Wellbeing, the Director of Health & Care Integration (DASS & Deputy Place Lead) and other senior managers within the Council and partners to reposition and redesign health and care intelligence functions as required, so that they can effectively contribute to local policy and service redesign.
38. Contribute to the review and development of existing information management systems and contribute to the development of an integrated approach to project management through the effective use of intelligence
39. Work with partners to ensure contribution to, and full use of, Health and Care Intelligence to inform policy and service development.
40. Provide a quality Health and Care Intelligence function to Rochdale Borough Council and wider partners that will positively impact upon the general health of the community.
41. Be responsible for the delivery of a range of Health and Care Intelligence products to inform commissioning and service redesign
42. Use expertise to analyse, interpret and resolve highly complex statistical or epidemiological problems using a range of quantitative and qualitative data and information, and translates findings into appropriate recommendations for action.

Secondary Duties

- 1 To participate in Council programmes of in-service training as a trainee and when required as a trainer facilitator.
- 2 To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by the Service Head (or nominated representative) in consultation with the postholder (and if he/she so wishes, with his/her Trade Union representative).
- 3 Support Speciality Trainees in Public Health on placement in Rochdale with regard to Public Health Intelligence knowledge and skills (whilst under the supervision of their Educational Supervisor)

Job Description prepared by Kuiama Thompson Date March 2026

Agreed by Postholder _____ Date _____

Supervisor _____ Date _____

Service Director Kuiama Thompson Date March 2026

**Rochdale Borough Council
Person Specification**

Service	Public Health and Communities	Post	Health and Care Intelligence Manager
Section	Public Health Team	Post Number	204549
Job Ref		Grade	G10

Note to Applicants:

The *Essential Criteria* are the qualifications, experience, skills or knowledge you **MUST SHOW YOU HAVE** to be considered for the job.

The *How Identified* column shows how the Council will obtain the necessary information about you.

If the *How Identified* column says the **Application Form** next to an *Essential Criteria* you **MUST** include in your application enough information to show **how** you meet this criteria. You should include examples from your paid or voluntary work.

The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects staff to share this commitment.

Criteria	Essential(E) Desirable (D)	How identified Application(A) Interview(I) Certificate (C)
Special Working Conditions		
Able to work some evening and weekends if required	E	AI
Able and willing to travel in the course of duties	E	AI
Qualifications and Experience		
Educated to degree level	E	AIC
Working understanding of key functions with health, social care and other agencies	E	AI
Experience of managing and leading Partners and Stakeholders	E	AI
Knowledge of current developments in Health and Social Care	E	AI
Experience of delivering the full range of Health and Care Intelligence functions, analysis and products required of a robust Health and Care Intelligence service	E	AI
Experience of producing health intelligence products such as needs assessments, audits, Health Impact Assessments	E	AI
Knowledge and experience of the Integrated Care Partnership Committee (ICPC) and statutory products	E	AI
Knowledge and experience of current Information Governance principles, practice and guidance.	E	AI
Experience of implementing Health and Care programmes in the Health and Care sector and across partners.	D	AI
		AI
Skills and Experience		
Experience of planning and implementing complex health intelligence programmes in the Health and Care sector	E	AI
Experience of using intelligence to develop a business case for service redesign, policy development or financial investment	E	AI
Experience of project management	E	AI
Experience of planning training and communication programmes	D	AI
Ability to prepare and produce concise yet insightful communications for dissemination to a broad range of stakeholders as required	E	AI
The ability to make presentations to a wide variety of audiences	E	AI
Clear communicator with excellent writing, report writing and presentation skills: capable of constructing and delivering clear ideas and concepts concisely and accurately for diverse audiences.	E	AI

	Skills for communication on complex matters, analysis and difficult situations, requiring persuasion and influence.	E	AI
	Skills for nurturing key relationships and maintaining networks.	E	AI
	Excellent skills and experience in carrying out complex data management, analysis and interpretation.	E	AI
	Problem solving skills and ability to provide fit for purpose solutions	E	AI
	Attention to detail combined with the ability to extract and interpret key messages from complex information	E	AI
	Able to work under pressure, balancing a complex portfolio of work relating to a variety of topic areas	E	AI
	Enthusiastic and highly self-motivated	E	AI
	Excellent negotiating and influencing skills	E	AI
	Excellent communication and presentation skills	E	AI
	Able to lead and motivate others	E	AI
	Excellent team working skills and able to work autonomously, on own initiative and manage time efficiently	E	AI
	Able to build relationships with internal and external partners	E	AI
	Experience of managing people	E	AI
	Experience of developing people	D	AI
	Working knowledge of Microsoft Office with intermediate keyboard skills/ ability to manipulate data/information	E	AI
	Knowledge and understanding of data access issues and options such as N3, VPN etc.	E	AI
	Experience of using Health and Care Intelligence analysis software such as SPSS, mosaic, GIS, SQL server etc.	E	AI
Values and Behaviours			
	Approach the job at all times using the values set out below: Proud of the difference we make Passionate about the diversities of the Borough Pioneering and Open in our Approach	E	