

Role Profile

Senior Operations and Insights Lead, Public Health Nursing

Prevention and Communities

Swindon Borough Council

Role Profile: Senior Operations and Insights Lead, Public Health Nursing	**Role Profile Number:** SBC_12798
Directorate: Prevention and Communities	**Reporting to**: Head of Child and Family Health
Grade: CFL 12	**Date Prepared**: 01/10/2026

Our Values

Our Values shape how we work for the people of Swindon. They guide how we make decisions, how we deliver services and how we work with our communities and partners.

Our Values are:

We SEE – people, not problems – and stay curious to understand their story.
We HEAR – each other and the people we serve
We CARE – about our colleagues, our residents and our community
We ACT – with integrity, accountability and purpose
We LEARN – from data, feedback and experience so we keep improving

These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.

The Swindon Commitment

The Swindon Commitment shows how we bring our Values to life every day, in every role, across all that we do. It turns our Values into practical promises between the Council, our colleagues and the people we serve so we can work together to deliver the best possible services and support.

Created with colleagues from across the organisation, the Swindon Commitment sets out a shared understanding of how we work, lead and behave. Rooted in our five core values, it reflects how we listen to, include and respond to residents, communities and each other.



Purpose:

Public Health Nursing plays a fundamental role in Swindon's vision to become a prevention-first Council. Through delivering statutory public health functions at universal, targeted and specialist levels the service aims to see every child and family living in Swindon at birth and into their early years and targeted help throughout childhood, providing a unique opportunity for early support and for understanding population needs.

The post holder will lead on insights and performance ensuring that the service has a clear, coordinated and consistent approach, to ensure focus and achievement of the services' delivery to a high standard. The post holder will be responsible for developing and maintaining robust business management functions relating to commissioning and contract management, performance management, project management, and administrative and business support across the teams, taking on delegated management tasks as directed by the Head of Service. The post holder will also be the strategic lead for risk, business continuity, business planning and will lead on operational management.

The role is fundamental to delivery of the council's vision and corporate priorities to deliver a prevention-first approach. The post holder will be required to work collaboratively and closely with the Head of Service, senior management, commissioners and key stakeholders.

Key responsibilities and accountabilities:

1. **Public Health Nursing Strategy and Business Planning**
   Lead and support the development, communication, embedding and delivery of the Public Health Nursing Strategy and Business Plan, ensuring the vision, strategic priorities, key deliverables and performance indicators are clearly understood across the service, SBC and local strategic partners, and aligned with public health priorities.
2. **Performance Management, Intelligence and Improvement**
   Develop, implement and lead the service's performance management framework, using business, economic, demographic and customer intelligence to drive continuous improvement in outcomes for children, families and communities. Promote best practice, value for money and high performance, while challenging and addressing poor practice and performance. Coordinate the preparation and dissemination of performance reports for senior management and performance boards.
3. **Data, Insight and Performance Reporting**
   Lead the conversion of data into actionable intelligence, incorporating customer insight, demand management, trend analysis, forecasting and best practice to inform service improvement and strategic decision making across the Prevention and Communities Directorate, SBC and local partnerships.
4. **Policy, Standards and Service Assurance**
   Develop and maintain systems for monitoring policies, standard operating procedures, KPIs and

service standards, coordinating the assessment of their effectiveness and ensuring anticipated outcomes are achieved. Identify and address emerging issues and ensure compliance with relevant statutory, contractual and corporate requirements.

5. **Commissioning, Procurement and Contract Management**
   Lead commissioning activity for the service, including the development and implementation of commissioning plans, procurement activity and contract management. Ensure commissioned services deliver agreed outcomes, quality, value for money and contractual requirements.
6. **Financial and Resource Management**
   Manage the Public Health Nursing budget of approximately £4.5 million, including revenue, staffing and capital funding, ensuring effective allocation of resources and delivery of statutory duties. Forecast and report expenditure monthly, maintain affordable plans for the annual budget and Medium-Term Financial Plan, and operate in accordance with the Council's Financial Regulations and Contract Standing Orders. Act as a senior finance signatory within the Public Health team.
7. **Risk and Business Continuity**
   Develop and manage the service's risk arrangements, including the Risk Register, Business Continuity Plan and emergency procedures. Lead the risk monitoring process, challenge emerging risks and ensure appropriate mitigation and monitoring arrangements are in place. Monitor health and safety reporting and incidents, implementing improvement plans where required.
8. **Corporate Governance, Reporting and Compliance**
   Manage corporate and statutory reporting for the service, including commissioned and grant requirements and legislative and corporate compliance. Support the Head of Service and senior leadership team in ensuring the Directorate operates effectively as a business-driven service and meets its statutory and contractual obligations. Lead the coordination and planning for inspections and inspection readiness.
9. **Service Transformation, Efficiency and Quality Improvement**
   Lead initiatives to improve operational efficiency, service quality and value for money, including the implementation of new business standards and approaches in response to local authority transformation, changing demand and financial constraints. Identify opportunities for business innovation and lead the delivery of service improvements and transformation.
10. **Business Administration and Customer Response**
    Oversee the Directorate's business administration and governance, ensuring effective forward planning and operation of meetings, decision-making and business processes. Lead on complaint resolution, councillor enquiries, Freedom of Information requests and Subject Access Requests.
11. **Resident, Partner and Stakeholder Engagement**
    Work with relevant officers and services to develop and embed effective approaches to resident engagement and consultation. Build strong relationships with internal and external stakeholders, including senior managers, councillors, partners, contractors, suppliers and statutory bodies, representing the service confidently and professionally.
12. **Leadership and Accountability**
    As a central role in the Senior Leadership Team, the post holder will enable and take part in service-wide decision-making. The post-holder will act as a role model for the service, enacting the Council's values, promoting inclusion and equity and celebrating diversity. The role will lead on the service's EDI function, covering both service provision and colleague experience.

Supplementary Accountabilities

- Produce and present high-quality written reports and presentations for a range of audiences, including the Public Health Service Leadership Team, Public Health Senior Leadership Team, Regional Director of Public Health and Council Corporate Management Team.
- Present complex information clearly and accessibly using appropriate visual, tabular and written formats for both professional and lay audiences.
- Plan and coordinate the collection, analysis and interpretation of information for planning, monitoring and strategic purposes, using advanced Excel and analytical skills to produce statistics, projections and added-value intelligence.
- Horizon scan for forthcoming publications, policy developments and evidence relevant to public health business improvement, undertaking preparatory work where required to support Head of Service.
- Promote a culture of inclusion, equity and continuous improvement.
- Undertake other duties appropriate to the level and responsibilities of the post.

Managerial Responsibilities

- Manage a team of approximately 2–5 staff and, where required, supervise more junior staff and interns.
- Allocate and oversee programmes of work, contract management, data analysis and administration/business support activities.
- Hold responsibility for the Public Health Nursing budget of approximately £4.5 million and act as a senior finance signatory within the Public Health team.
- Ensure the safe and effective operation of the service, including oversight of buildings, equipment maintenance, health and safety and associated risks.
- Manage staff performance, quality and quantity of work, employee wellbeing, training and development, and relevant employee relations matters.

Professional Responsibilities

- Provide specialist advice and guidance to senior managers and the leadership team on a broad range of complex, challenging and potentially contentious issues.
- Apply professional knowledge, experience and judgement to interpret and recommend policy, resolve complex issues, anticipate problems and develop effective solutions.
- Build and maintain effective relationships with colleagues, partners, customers, contractors, suppliers and other stakeholders.
- Act as an effective negotiator and advocate, using tact, diplomacy and influencing skills in complex situations.
- Maintain regular contact with senior managers, the leadership team, councillors, external bodies and strategic partners.
- Establish and maintain effective partnership working arrangements in line with statutory, regulatory and strategic expectations.

Decision Making

- Analyse and interpret complex information, intelligence and evidence to support effective strategic and operational decision making.
- Make informed decisions regarding resource allocation and prioritisation, taking account of health economics, opportunity cost, service demand and expected outcomes.
- Develop, implement and maintain complex systems, policies, procedures and standards within the specialist area, recognising their potential impact on wider Council approaches.
- Identify and recommend solutions where service delivery, business, financial or performance risks are identified.
- Lead initiatives to design and deliver service improvements and transformation, monitoring and reporting progress against agreed standards and outcomes.
- Exercise considerable initiative and professional judgement where solutions are not immediately apparent, including planning and decision making over a period of a year or more.

Creativity and Innovation

- Demonstrate excellent written and oral communication skills, including the ability to produce high-quality reports and presentations and communicate complex information clearly to a wide range of audiences.
- Demonstrate strong interpersonal, influencing and facilitation skills and the ability to build effective relationships across organisational and professional boundaries.
- Use specialist and professional expertise to develop innovative solutions, improve services and respond proactively to changing needs, policy requirements and organisational priorities.
- Contribute to the development and delivery of long-term strategies and service transformation programmes.

Job Scope

Number and types of jobs managed:	3-6
Budget Holder:	Yes
Budget Value:	£4.5m
Asset Responsibility:	N/A

PERSON SPECIFICATION

Qualifications:	**Essential or Desirable**
• Professional or management qualification, or educated to degree level in a relevant field, or demonstrable equivalent experience.	E
• Evidence of continuing professional development	E
• Project or programme management qualification, or competent working knowledge of project/programme management tools and techniques	E
Knowledge and Experience:	
• Substantial experience in a business management, performance and contract management role within local government, large public sector or similar organisation	E
• Extensive understanding of local government, NHS, public, voluntary and community sector	E
• Experience of leading others, with the ability to coach and direct manage a team.	E
• Experience of working in a health service, with knowledge of regulatory and statutory requirements.	E
• Knowledge of project management practices, principles and tools	E
• Knowledge of using qualitative and quantitative resources and information to create intelligence, establish benchmarking criteria, inform decision making, and develop innovative approaches to challenge existing practice	E
• Knowledge of financial planning, control, reporting and accounting procedures	E
• Experience supervising staff and projects spanning multiple teams	E
• Experience managing programmes and projects	E
• Demonstrable experience interpreting and analysing national guidance and associated performance data	E

• Demonstrable experience writing and/or monitoring delivery of business plans, and supporting the business planning process	E
• Understanding and experience of working within information governance and data security guidelines	E
Aptitudes, Skills and Competencies:	
• Financial, budgetary or functional planning and management skills.	E
• Ability to successfully manage delegated budgets	E
• Ability to present ideas and options at a high level	E
• Ability to manage and organise projects and contracts, own work and plan ahead for others, taking account of priorities and the impact on other people.	E
• Strong analysis skills and the ability seek out and examine a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.	E
• Ability to communicate, challenge and influence across different levels of the organisation, including acting as a critical friend to senior management and stakeholders, to consult on their operational needs, influence behaviour and persuade them to think and act differently.	E
• Highly numerate, with proven ability to understand, analyse, interpret and explain complicated information and data	E
• Excellent oral and written communication skills, including report writing and presenting complex ideas simply to a wide range of audiences	E
• Excellent interpersonal and influencing skills, with proven ability to build and maintain effective working relationships and facilitate groups	E
• Confident and expert negotiator and advocate, with tact and diplomacy in complex situations	E
• Ability to analyse and interpret complex information to inform effective decision making	E
• Ability to develop, implement and manage complex systems, policies and procedures with Council-wide impact	E

• Ability to build effective working relationships with individuals at all levels and across a variety of partners and organisations	E
• Ability to procure services and manage contractual arrangements in line with Council policy	E

Other Key Features of the role

It should be noted that the duties and tasks associate with this post may change from time to time without altering their general character or the level of responsibility entailed. The above duties and activities associated with this job are neither exclusive nor exhaustive and the job holder may be called upon to carry out other such appropriate duties as may be required within the grading level of the job.




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