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| **Role Title** | **Lead Insight Analyst** |
| **Job Family** | **Data & Intelligence** |
| **Competency Level** | **Principle Officer / Manager** |
| **Pay Range / Scale** | **PO6** |
| **Purpose** | |
| The Data & Intelligence Team develops innovative, data-driven solutions which use data to tackle some of the Council’s key priorities.  This key role within the team is responsible for leading and innovating the Council’s use of data to gain real insight into key challenges and opportunities. The Lead Insight Analyst will promote and lead the gathering, collating, validating and use of data, intelligence and insight to help inform decision-making and shape organisational policy, strategy and priorities. | |
| **Generic Accountabilities** | **End Results/Outcomes** |
| Deliver assigned work activity in line with specified requirements | Defined work activity is completed to the required quality standards within specified timescales  Customers express high levels of satisfaction with the service they receive |
| To work with directors, senior managers and programme managers to lead on the development, implementation and review of relevant strategies and policies | Strategies and policies are developed and informed by excellent analysis of the data, external influences and Council priorities.  Strategies and policies are effectively implemented within the postholder’s area of responsibility  Opportunities for innovation and transformation in the design and delivery of work are identified and maximised |
| Develop, implement and review processes and procedures required to comply with relevant strategic, operational, corporate and legal requirements | Work is compliant with all relevant legislation, regulations, codes, requirements, standards and guidelines  Compliance is measured and reported  All necessary contingency plans are in place  Action is taken to swiftly resolve any issues |
| Lead or contribute to partnership working within and outside the Council. Manage relationships between the Council and other public, private and voluntary sector groups | Work is supported by or achieved through partnership working with others  The Council is effectively and professionally represented  Best practice is identified, promoted and shared |
| Prepare and present a wide range of reports (both standard and non standard) related to the postholder’s area of responsibility | Reports are prepared, distributed and presented in line with required quality standards and specified timeframes  Evidence-based recommendations are made |
| Support others in their development, including external organisations / customers where appropriate. | Identify any changes that may impact the service / profession.  Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback)  Technical and procedural advice is given. |
| Act in accordance with all policies and procedures applying to the role and understand the reasons for this | All policies and procedures are complied with |
| **Role-specific Accountabilities** | **End Results/Outcomes** |
| Lead on data analysis and research projects to provide high quality intelligence and insight to support strategy development. | Service design and change projects are informed by meaningful and innovative insight and analysis.  Sound and innovative analytical techniques, drawing on statistical good practice are used.  Strategy development projects are informed by meaningful insight. |
| Lead on ensuring that the council’s strategic objectives and decisions are informed by meaningful insight | Senior directors, managers and elected members are able to draw upon robust evidence and analysis when they are planning and prioritising the delivery of Council services  Reports are presented in a highly-visual format that provides clear insight and analysis. |
| Visualise, publish and disseminate data and analysis through presentations and innovative data tools. | Reports are prepared, distributed and presented in line with required quality standards and specified timeframes  Evidence-based recommendations are made |
| Lead on innovating the council’s use of data to create meaningful insight. | New sources of data are accessed and analysed (including digital sources).  New tools, methodologies and practices are used and embedded.  There is continuous improvement in the use of Insight across the council. |
| Lead on ensuring that the Insight and Design team is seen as an authoritative and well-regarded source of reliable information and data | The content is up to date, easy to understand and delivered in dynamic web content wherever possible.  Interaction with the Hub is encouraged (e.g. through the User Panel) and feedback is not only considered but acted on.  Use of the Hub is monitored through analytics, and content is adjusted in response.  Members, officers and partners are able to self-serve and requests to the Insight Team are reduced. |
| Lead the design, development and delivery of programmes, projects and initiatives related to insight | Programmes, projects, and initiatives are competently led and achieve their intended outcomes.  Specified outputs are delivered in line with agreed budgets, timescales and quality expectations  Evaluation of each programme and project is undertaken by the postholder |
| Build and maintain excellent relationships with directors, managers, staff and partners to ensure the views of stakeholders are captured, analysed and constructively challenged during the transformation design and prototyping process | Current thinking is challenged constructively and sensitively.  Key stakeholders express high levels of satisfaction with the analysis and recommendations from service and system reviews.  Partners across the council are engaged in the design, prototyping and delivery of new services and transformational change. |
| Proactively identify the need for data, information and analysis in response to changing national or local policies and priorities | The Insight Team is able to advise Council decision-makers on changes in the local and national context.  Policy changes are reflected in reports and service planning |
| Comply with the Council’s data quality framework and associated policies and procedures | Data generated or used by the postholder is accurate and reliable  The postholder understands their responsibility for data quality and complies with all relevant policies and procedures  Any issues with data quality are detected, reported, escalated where necessary, and proactively resolved |
| Identify and implement opportunities for improvements which enhance the organisation’s ability to collect, analyse and act on data and insight | Innovative ways of sharing and communicating data and information between Council departments and partners are implemented  Data and information for members, officers and partners is kept up to date and relevant |
| **Nature of Contacts** | |
| Frequent contact with members, directors, heads of service, and senior representatives from external organisations within the public sector  *Responsible for managing consultants and external contractors when required.*  Responsible for managing sensitive situations and issues, including matters that are politically sensitive | |
| **Procedural Context** | |
| Information, analysis and advice prepared and presented by the postholder is used by members, officers and partners to inform the prioritisation, planning, delivery and evaluation of Council services  The postholder will be required to quality assure the work of colleagues with and outside of the Insight team to ensure work is accurate and of high quality. | |
| **Key Facts and Figures** | |
| The postholder is expected to work flexibly across the Insight and Design function as required | |
| **Resourcing** | |
| Reports to Insight and Service Design Manager  Budget Responsibilities**:**  None.  Supervisory Responsibilities: Responsible for line managing up to one member of staff.  Responsible for managing consultants and external contractors when required. | |
| **Person Specification** | |
| Knowledge, Skills and Experience   * Experience in successfully leading insight research and development projects in complex projects, producing high quality analysis which has enabled the delivery of sustainable transformational change * Ability to quickly build strong credible relationships and networks and inspire confidence with elected representatives, senior leaders and senior managers from varying professional backgrounds across complex multi-agency settings * Ability to challenge assumptions and influence leaders/stakeholders in order to bring about successful change. * Ability to manage the work, resources and outputs of Insight Analysts, ensuring the team delivers a high-quality output. * Substantial prior experience of analysing and reporting complex data and information, preferably within a public sector context. Including skills in the analysis and interpretation of large complex datasets. * Highly numerate, with excellent analytical and problem-solving skills evidenced by a degree with appropriate statistical/analytical content or equivalent professional experience. * Advanced user of Microsoft Office Excel including the use of a wide range of formulas and an understanding of macros and pivot tables. * Regular use of a specialist data reporting tool such as SQL Server Reporting Services, or Qlikview (or equivalent). * Experience in at least one specialist data analysis and statistical software packages such as R, Stata, SPSS or equivalent. * Experience in spatial analysis/mapping using a specialist GIS software (Map info, ArcGIS, QGIS or equivalent) would be an advantage. * Experience in ETL and reporting tools preferably, SSRS and SSIS and writing T-SQL scripts. * Prior experience of providing information and advice to key decision makers, such as elected members and service directors * Ability to communicate effectively using a wide variety of media and methodologies, including written, oral and visual means of communication * Well-developed interpersonal, persuasion and negotiating skills * Experience of managing programmes and projects * Ability to see the bigger picture as well as attend to detail * Self-motivated, enthusiastic, and able to work with minimal supervision * Accustomed to managing conflicting deadlines and a demanding workload * Demonstrable commitment to equal opportunities and equality in employment and service delivery | |
| **Indicative qualifications** | |
| Educated to degree level or equivalent standard | |

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| The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities that may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed. |