

<b>Role Title</b>	<b>Intelligence Analyst (Place Services)</b>
<b>Job Family</b>	<b>Business Intelligence</b>
<b>Competency Level</b>	<b>Principal Officer</b>
<b>Pay Range / Scale</b>	<b>PO4</b>
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• Collect and evaluate information, using analytics and reporting solutions to deliver insights that drive operational decisions and direct resources.</li> <li>• Proactively looking for and presenting trends in data, creating hypothesis to support council objectives, commissioning decisions and operational management.</li> <li>• Support the development and embedding of an insight and intelligence culture throughout the council.</li> </ul>	
<b>Role Specific Accountabilities:</b>	<b>End Result/Outcomes</b>
Gather, assess and document the requirements for Business Intelligence products and projects.	<p>The requirements for Business Intelligence products and projects are understood and communicated.</p> <p>Opportunities for innovation and transformation in the design and delivery of work in Business Intelligence are identified and maximised.</p>
Collate, evaluate and analyse data and information from a variety of sources in order to develop intelligence products	<p>Intelligence products are timely, accurate, reliable and relevant, providing actionable intelligence.</p> <p>Intelligence products enable the development of hypotheses and inferences which inform strategic decision-making.</p> <p>Medium, long term and seasonal issues and trends are identified.</p>
Lead the development and delivery of data analysis and reporting projects to produce actionable intelligence for service and performance improvement.	<p>The design of projects, performance management frameworks and other interventions is informed by input from the postholder.</p> <p>Specified outputs are delivered in line with agreed budgets, timescales and quality expectations</p> <p>Evaluation of projects is informed by input from the postholder.</p>
Design and develop data models and processes to enable comprehensive and accurate analysis and reporting.	<p>Data modelling and analytics are designed and developed based on a good understanding and assessment of relevant issues and the potential options.</p> <p>Data models and analysis exploit new developments and improvements in Business Intelligence technologies, approaches and methods.</p>
Design and develop visual reports, dashboards and infographics to	Reports and dashboards are presented in a highly-visual format that provides clear and accurate insight

provide actionable data and insights for managers and decision-makers.	and analysis.  Develop reporting solutions to manage, access and use the data available in the Council's business applications and databases
Build and maintain relationships with service managers, staff and partners to ensure that the Business Intelligence is well-regarded as an authoritative source of data and intelligence.	Strong working relationships with colleagues and partner agencies are developed and maintained.  Business Intelligence is a trusted source of information.
Coordinate intelligence activity with other analysts and stakeholders in the Council and wider partnership to support other relevant work programmes.	Intelligence activities are coordinated with other relevant work programmes.  Opportunities, synergies and dependencies across different work programmes are identified and addressed effectively.
Proactively identify the need for new data and analytics in response to changing national or local policies and priorities	Members, officers and partners receive high quality information and advice about how national and local policy and priority changes impact upon residents and Council services  Data reporting is updated to reflect changes in policy, priorities and process
Identify, exchange ideas and adopt best practice with other local, pan-London and national partners as appropriate.	Best practice in intelligence is identified, shared and adopted effectively.
Develop and implement methods processes to ensure that data is handled according to the principles and requirements of the Data Protection Act 2018, including through Data Protection Impact Assessments	The postholder understands their responsibility for data quality and complies with all relevant policies and procedures.
<b>Generic Accountabilities</b>	<b>End Result/Outcomes</b>
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	Work is completed on time and to the quality and standards required.  Changes to priorities are accommodated.  Service is delivered to organisational requirements and reflects customer and stakeholder requirements, within organisational constraints.  Professional and legal compliance is assured.

<p>Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.</p>	<p>Activities are undertaken according relevant guidelines / regulations / procedures.</p> <p>Customer / stakeholder views are available to inform recommendations.</p> <p>Data and measurements are accurately recorded.</p>
<p>Collate process and analyse complex information. Ensure all required records and information are maintained correctly.</p>	<p>Information / applications are processed according to procedure.</p> <p>Information is managed efficiently and accurately.</p> <p>Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.</p>
<p>Prepare and present results / responses / reports / recommendations.</p>	<p>Accurate, complete and relevant information / reports are provided for internal and/or external use.</p> <p>Issues are clearly summarised, progress and implications are reported.</p> <p>The council's position is clearly stated.</p>
<p>Provide authoritative advice, guidance and support to colleagues, customers and stakeholders. Respond to and investigate enquiries / escalated complaints.</p>	<p>Information, advice and support are accurate, timely and constructive.</p> <p>Problems are identified.</p> <p>Issues are managed through to a satisfactory conclusion, or escalated if appropriate.</p> <p>Risk to the Council / customers is minimised.</p>
<p>Contribute to identifying and delivering information / activities to support service delivery / promote the service area /.</p>	<p>Requirements are effectively identified.</p> <p>All materials / activities are delivered to the required standards and timescales.</p> <p>Information / activities achieve desired results.</p>
<p>Challenge customers' practice and minimise risk, referring concerns to line manager.</p>	<p>Customer risks are assessed.</p> <p>Relevant health, safety and welfare requirements are met.</p>

<p>Work closely with others to clarify changing requirements. Identify, recommend and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures and systems.</p>	<p>Improvement opportunities and plans to achieve them are identified and recommended.</p> <p>Agreed improvements are developed, delivered and evaluated.</p> <p>Changes are effectively communicated to others.</p>
<p>Lead projects or improvement programmes, or contribute to the delivery of larger projects</p>	<p>Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues.</p> <p>Projects are delivered to agreed specification, timescales and budgets.</p> <p>All project documentation and reports are completed correctly.</p>
<p>Support others in their development, including external organisations / customers where appropriate.</p>	<p>Identify any changes that may impact the service / profession.</p> <p>Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).</p>
<p>Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.</p>	<p>Relevant work area reputation is maintained or enhanced.</p> <p>Stakeholders are engaged with activity relevant to them.</p> <p>Positive feedback is received from stakeholders.</p> <p>Communications are clear, well planned and effective.</p> <p>Best practice is shared and promoted.</p>
<p>Support partnership agreements and partnership working within area of responsibility.</p>	<p>Activities which support partnership working are effectively delivered.</p> <p>Partnership working groups produce valid and timely outputs.</p>
<p>Contribute to service / business plans for area of responsibility and to wider service planning and development activities.</p> <p>Contribute to budget planning as required.</p>	<p>Service / business plans reflect input.</p>

Quality check documents, decisions and / or presentations before delivery	All work meets the required standards
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.

### **Nature of Contacts**

- Typically involves Heads of Service and Managers across the authority, and external agencies and organisations providing advice.
- Work directly with colleagues internal and external to advise on their approaches to management and use of data, to gather and exchange information and co-ordinate actions.
- Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively and diplomatically.
- Provide specialist advice, guidance and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.
- Consult with stakeholders to identify requirements.
- Communicate changes in policy and working practice to contacts.

### **Procedural Context**

- Work within a policy framework and regulatory guidelines, applying knowledge of systems, procedures and best practice relating to Business Intelligence.
- Work to broad managerial direction to ensure performance standards and expectations are met.
- Deal with technical and contentious non-technical matters relating to the management and use of sensitive data and information.
- Supporting the development of solutions to enable the monitoring and evaluation of performance across a range of sensitive, high-profile and statutory services.
- Plans own time and co-ordinates the work of others. Plan, organise and deliver interventions and actions.
- Responsible for professional advice, assessments or referrals.
- Exercise professional judgement in assessing stakeholder requirements, potential risk and quality assurance of service.
- Provide specialist advice and support to colleagues and other stakeholders through applying knowledge of systems, procedures and best practice.
- Accountable for proper use and security of sensitive data, information, resources, equipment and/or facilities within area of responsibility.
- Use creativity and initiative to deal with complex issues and respond appropriately in an unpredictable work environment. May involve isolated working outside core hours.
- Based at Waltham Forest Town Hall. Occasionally the post may be expected to work from other locations

### **Key Facts and Figures**

- Reports to Place Services Intelligence Manager

## Resourcing

### Budget Responsibilities:

- None.

### Supervisory Responsibilities:

- No direct line management responsibility, but the role will involve some supervisory responsibility including on the job training and quality assurance of others' work.

## Knowledge, Skills and Experience

- Highly numerate, with excellent analytical and problem-solving skills.
- Ability to collect, prepare, analyse and evaluate large volumes of data and information from a variety of sources in order to inform strategic and tactical decision-making.
- Advanced knowledge and experience of complex data analysis tools and methods, including technology such as Excel, Power BI, Alteryx and GIS
- Direct experience of extracting and interrogating data from intelligence systems and databases, using a programming language such as SQL, R and/or Python.
- Ability to design and produce clear and compelling data visualisations in reports, dashboards and infographics
- Experience working within multi-agency working environment.
- Experience of creating intelligence products and completing analytical techniques.
- Ability to present and communicate complex information effectively within partnership structures, using a wide range of media and methods including written, oral and visual.
- Ability to identify intelligence gaps and work to develop information / intelligence resources with key stakeholders to improve the accuracy and relevance of decision-making processes.
- Experience of using analytical tools including Excel, MapInfo Professional (or other GIS applications), i2 Analyst Notebook, SQL and Business Objects.
- Thorough understanding of the requirements of GDPR and Data Protection Act 2018 and ability to design and implement approaches to ensure compliance.
- Proven ability to develop and maintain effective working relationships with others.
- Ability to work effectively in partnership, building trust, credibility, accountability and constructive challenge within partnership structures.
- Demonstrable commitment to equal opportunities and equality in employment and service delivery
- Experience of providing complex information and advice to key decision makers, including service managers, Directors and elected members
- Knowledge and experience of data protection and information sharing.
- Accustomed to managing conflicting deadlines and a demanding workload.
- Self-motivated, enthusiastic, and able to work with minimal supervision.

## Indicative Qualifications

- Degree or equivalent or vocational qualification in relevant subject or area

*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 which 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*