

Role Title	Senior Insight Analyst (Corporate)
Service	Data & Intelligence
Competency Level	Principal Officer
Pay Scale	PO4
Purpose - To use expertise in data to undertake a variety of analysis, research and data-related projects. - To provide accurate, meaningful insight to support senior decision-makers in the Council. - Support the development and embedding of an insight and intelligence culture throughout the council driving operational decisions and service improvement. - Transform raw data from corporate systems into actionable intelligence, ensuring a "single version of the truth." - Lead the development of automated, reproducible analytical pipelines using Power BI, SQL and R to provide high-quality insights.	
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
Lead or contribute to the development, implementation and review of relevant strategies and policies	Strategies and policies are developed and amended as required 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
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
Conduct data analysis and research projects to provide high quality intelligence and insight to support policy making and strategy development. Use sound and innovative analytical techniques, drawing on statistical good practice	Data sources are properly analysed so as to enable meaningful insight to be derived Gaps in the Council's data are identified and flagged Members, officers and partners are able to draw upon robust evidence and analysis when they are planning and prioritising the delivery of Council services
Author, publish and disseminate data and analysis through briefings, presentations, written reports, and innovative data tools.	Reports are prepared, distributed and presented in line with required quality standards and specified timeframes Evidence-based recommendations are made
Work to ensure that the Data Explorer hub 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
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 Continued maintenance of the teams Business Continuity Plan.

Nature of Contacts
• Frequent contact with members, directors, heads of service, and senior representatives from external organisations within the public sector • Responsible for managing sensitive situations and issues, including matters that are politically sensitive • Consult with stakeholders to identify requirements. Communicate changes in policy and working practice to contacts. • Provide specialist advice, guidance and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.
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. • The postholder is expected to work flexibly across the Insight and Business Intelligence function as required
Key Facts and Figures
Reports to Senior Analyst. This is a hybrid role with a minimum of two days in the office each week, possibly more subject to service requirements.
Resourcing
Budget Responsibilities: • None Supervisory Responsibilities: • None

Competency Level – Principal Officer/Manager
Person Specification
Knowledge, Skills and Experience

- Highly numerate, with excellent analytical and problem-solving skills evidenced by a degree with appropriate statistical/analytical content or equivalent professional experience.
- Substantial prior experience of analysing and reporting complex data and information, including publicly available and corporate datasets, preferably within a public sector context.
- Coding Proficiency: Proven ability to use SQL and R (or Python) to perform data extraction and wrangling without reliance on manual tools or artificial intelligence.
- Reproducible Analytics: Experience using R Markdown (or equivalent) to create reports where code and narrative are integrated.
- Data Translation & User Experience: Ability to design clear, compelling data visualisations and dashboards with a focus on User Experience (UX), translating technical findings into strategic advice.
- Highly autonomous, pro-active, and innovative approach to work.
- Data Modelling: Solid understanding of relational data structures and how to organise data for efficient Power BI reporting.
- Advanced knowledge and experience of complex data analysis tools and methods, including Excel and Power BI.
- Understanding of how data is organised and managed in complex business environments.
- Experience in spatial analysis/mapping using specialist GIS software (Mapinfo, ArcGIS, QGIS, Leaflet/R Packages or equivalent) is advantageous.
- Ability to communicate effectively using a wide variety of media and methodologies, including written, oral, and visual means.
- Prior experience of providing information and advice to key decision makers, including elected members, service directors, and managers.
- Ability to engage confidently with teams to define and deliver data requirements.
- Well-developed interpersonal, persuasion, and negotiating skills.
- Thorough understanding and experience of applying the requirements of GDPR and the Data Protection Act 2018.
- Knowledge of local government statutory reporting is preferable, with the ability to master new regulatory frameworks quickly.
- Experience in managing and contributing to the delivery of programmes and projects.
- Advanced user of Office productivity software (Outlook, Word, PowerPoint, Teams, Office 365).
- Accustomed to managing conflicting deadlines and a demanding workload.
- Ability to see the bigger picture while maintaining strong attention to detail.
- Self-motivated, enthusiastic, and able to work with minimal supervision.
- Demonstrable commitment to equal opportunities and equality in employment and service delivery.

Indicative qualifications

Educated to degree level or equivalent standard

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.