

ROLE PROFILE

Job family	Organisational Support	Role profile number	OS13-2412	Grade M
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Job purpose: Investigate, analyse, design and deliver a significant programme of work which includes managing discrete projects / casework and initiatives affecting services across the council.

Grade M posts are higher in 'Contacts & Relationships' with the requirement to manage a range of contentious and complex issues higher than grade L posts. In addition, these posts may also have responsibility for supervising/overseeing colleagues, or specialist staff across service areas and external partners in a project context, and will therefore score higher in 'Supervision & Management' and 'Work Demands' to take account of these responsibilities.

Factor	Relevant Job Information
Supervision and/or Management of People	No full management of a team but will be required to monitor the quality and quantity of the work of others. Will provide advice, guidance and support to colleagues to ensure whole team achievements are met. May be required to project manage a team or specialist staff across service areas and external partners.
Indicative qualifications	Degree in relevant profession, or equivalent experience/skills. Licence / certificate / qualification required for the role ITQ 2 or equivalent ICT skills and abilities demonstrating significant experience in related IT systems. Professional qualification in area of specialism (or equivalent experience)
Knowledge and Skills	Significant relevant professional experience post qualification in a similar work environment. Organisational expert in the area of specialism. Expert knowledge of relevant policy, systems, work practices, professional guidelines, legislation and a good understanding of emerging developments in the area of specialism. Excellent ICT skills including use of Microsoft applications and specialist systems. Knowledge and experience of developing systems, policies, procedures and / or practices. Good knowledge of the wider sector / external influences. Detailed operational knowledge of systems in terms of functionality, capability and availability. Excellent interpersonal, persuasion, influencing and negotiating skills. Excellent planning and organisational skills, with proven ability to prioritise and co-ordinate workloads, monitor and evaluate work, to ensure deadlines are achieved. Proven ability to apply initiative and strategic awareness to problem solving and decision making. Ability to motivate and lead small teams of specialist staff. Experience of managing projects with service / organisation impact.
Creativity and Innovation	Apply professional knowledge and experience to interpret and recommend policy, resolve complex issues, proactively anticipate problems and deliver solutions which enhance the quality and efficiency of services. Responsible for meeting performance standards within a policy framework and regulatory guidelines. Considerable scope to exercise initiative in taking action - within the boundary of well-defined policies. Contribute to long term strategies. Apply specialist/professional expertise and use judgement to make decisions where solutions are not obvious to meet customer requirements. Will be required to plan over a longer period (a year or more). Lead initiatives to design and deliver improvements and transformation. Manage projects, or contribute to larger organisation wide programmes.
Contacts and Relationships	Provide advice and guidance to senior managers and the leadership team on a broad range of complex issues which could be contentious and challenging in nature. Ability to build strong relationships and engage successfully with colleagues /partners /customers / contractors and suppliers. Confident and expert at negotiation and advocacy, displaying tact and diplomacy to deal with complex situations. Ability to make difficult decisions to resolve issues and improve service delivery. Regular contacts will include: senior managers, leadership team, councillors, external bodies and partners.

	<p>Consult with service users / stakeholders / partners to understand issues and challenges and provide recommendations for solutions.</p> <p>Manage relationships with customers, partner organisations and / or suppliers – monitor inbound and outbound service levels: discuss operational issues with partners.</p> <p>Lead professional and point of contact to provide technical specialist solutions.</p> <p>Apply good judgement, sensitivity and diplomacy required in all dealings with others.</p> <p>Be a representative on behalf of the Service area / Council internally and / or externally.</p>
Decisions – Discretion & Consequences	<p>Decisions lead to the setting of working standards and important procedures for the service area which have an impact across the organisation.</p> <p>Use initiative to manage responses to complex business / technical issues within the service.</p> <p>Make business decisions based on up to date specialist knowledge and analysis.</p> <p>Contribute to developing council strategy within the service area.</p> <p>The consequences of the decisions will have a significant effect across the organisation.</p> <p>Drive and delivery complex work programmes within or across specialist areas to meet established operational targets.</p> <p>Develop, implement, maintain and manage complex systems, policies, procedures and / or standards within specialist area whose outcomes can affect council wide approaches / business.</p> <p>Review the functionality of these in response to either internal or external drivers. Recommend and implement changes as required to meet organisational needs.</p> <p>Research, manage and evaluate complex information / data / feedback.</p> <p>Identify and interpret organisational issues, trends and problems which may have a broad impact both within the organisation and for partner organisations.</p> <p>Identify and recommend solutions where service delivery / business / performance risk has been identified. Lead initiatives to design and deliver improvements and transformation.</p> <p>Monitor and report on service standards as required.</p>
Resources	Little or no responsibility for physical or financial resources.
Work Demands	Work subject to interruptions and deadlines, involving changing problems, circumstances or demand.
Work Environment	Office based, but may involve some travelling to other council buildings.
Our Identity	<p>Our Identity sets out who we are and provides a shared understanding of how we are all expected to lead, work and act with each other, our partners and our residents to deliver our services and build stronger communities. They enable us to continually evolve and adapt to meet the changing needs of our residents and ensure that we continue to deliver great services and make a difference to the people of Wiltshire.</p> <p>All of us are expected to demonstrate the ten elements of Our Identity in how we work to shape and create the organisation we want to be part of. It should influence our decisions, activities, projects and ways of working</p>
Health & Safety	All employees are required to carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to their line manager.
Equalities	Wiltshire council is committed to ensuring employees do not discriminate against colleagues, suppliers or third parties at work or harass or victimise others. Incidents of discrimination at work are taken seriously and employees are encouraged to report incidents via their manager or anonymously via the whistleblowing policy .
Authority to work in the UK	All employees must have the legal authority to work in the UK. Non-EU nationals must have the relevant approval to work in the UK from the UK Border Agency. Copies of all documents provided as proof of identity are retained for our records, by providing these proofs the council will treat this as consent.

The above profile is intended to describe the general nature and level of work performed by employees in this role and does not detail a list of all duties and responsibilities. The Council reserves the right to amend this role profile as necessary.

ROLE DESCRIPTION

Role description:	Insight Analyst (Children's)	
Role profile family:	Organisational Support	
Role profile number and grade:	OS13-2412	Grade M
Number of posts:	3	
Service/Team:	Performance, Outcomes & Quality Assurance (Children & Adults)	
Reports to:	Performance & Information Team Manager (Children)	

Job Family overview

Organisational support job family overview:

Delivery of services to support the Council and its partners in longer term; corporate compliance, contracting, planning, performance, policy and strategy.

- Focus on the business and service infrastructure of the Council and its partners to ensure effective management and proper compliance
- Advice and services rendered will generally be accepted as authoritative and recommended practice
- Specialist area and/or management knowledge
- Understanding area concepts and plans
- Defining implications of external influences and trends
- Shaping of Council responses including service plans/strategies & policies
- Definition & management of strategic planning processes
- Monitoring and reporting of performance

Service / function Context

This post is part of a team that sits within the overarching Performance, Outcomes & Quality Assurance Service in the People Directorate (Children and Adults Services) which has made excellent progress on its improvement journey to transform the lives of the vulnerable across the County.

We are dedicated to working in partnership with others developing new ways of engaging with people in our communities who require our support, including adults, children, young people and their families to improve their outcomes by ensuring that we build resilience and work as one team.

The Performance Outcomes and Quality Assurance service is responsible for:

- Driving strategic leadership of performance and outcomes across the Wiltshire

Partnership

- Producing the Adult Social Care Local Performance Account and other statutory returns
- Providing leadership to the scrutiny process for Safeguarding across the partnership
- Creating and embedding quality and effective systems across services
- Ensuring any areas of practice concern are picked up and responded to appropriately
- Driving improvement through all teams ensuring both Children's Services and Adult Social Care are inspection ready at all times
- Oversight of, and responsibility for the delivery of high-quality multi-agency safeguarding arrangements including child protection conferences and Children in Care reviews, and multiagency safeguarding boards
- Ensuring robust and timely performance data reporting at a national, regional and local level
- Oversight and operational leadership of recording systems for Children's Services and Adult Social Care
- Ensuring that the voice of children, families and adults who access services is heard and underpins service design and delivery

The impact of the Performance Outcomes & Quality Assurance service is to ensure:

- The individual experience of people receiving care and support and their personal expectations and outcomes support the development of services.
- Services which keep people safe through recognised standards, safeguards and the adoption of good practice is measured and reported upon.

Job Purpose

The use of data to provide business insights to support decision making is an emerging and fast evolving area within Wiltshire Council with an organisational goal to shape our future through insight.

The Insight Analyst is a key member of the Childrens Services Performance and Information team who deliver business insight across both Families and Childrens and Education & Skills directorates. The post holder will be passionate about BI and able to support decision making through confidence and trust in the Council's data.

This is a senior technical post that supports the capture and production of the vast array of information requirements for the directorates to service both local and national needs. Whilst not a management post they work closely with the team manager to provide expert guidance and advice across the team, design approaches, ensure workflow, problem solve, troubleshoot and monitor quality.

As the Insight Analyst, you will:

- Apply tools and techniques for data analysis and data visualisation (e.g. Power BI). Presenting data and analyses in a visually appealing way that directs attention to areas of key interest and importance.
- Proactively share knowledge and promote a data-driven culture
- Identify, collect, extract and migrate data to and from a range of systems/sources (e.g., API, SharePoint, MS Excel, CSV, web, databases, JSON) using specialist understanding of BI technologies ((e.g., Microsoft Power BI, SSRS, SSAS)
- Support services to improve data quality to ensure end-users are making decisions on the best possible data.
- Understand the impact of using incorrect or incomplete data on the outcomes of the residents and risk of poor service delivery.
- Manipulate and link different data sets whilst understanding the implications of linking inappropriate data, understanding security protocols and adhering to legislation
- Summarise and present data and conclusions in the most appropriate format for users, using plain English to ensure data is fully understood and recommendations are clear
- Responsible for the preparation and submission of statutory returns, ensuring they are accurate and timely to ensure that the Council's good reputation is maintained and Wiltshire's performance is reflected accurately.
- Keep up to date with central government requirements for recording, collation, submission and analysis of data relevant to Children's services.
- Maintain an excellent understanding of the origin, robustness, potential use and limitations of data both locally and nationally available being able to give advice and support to senior managers.
- Develop, manage and monitor information and performance systems under the leadership of the Team manager to ensure they are fit for purpose meeting local and national needs.
- Produce reports to inform activity and outcome monitoring and decision making through complex data analysis, cross matching datasets and exploring relationships between datasets. Information given needs to be appropriate and accurate so that subsequent actions and decisions made are correct. A poor evidence base may result in the wrong outcome e.g., incorrect decision making or budget distribution, or the wrong corrective action being taken. Data and analyses are to support services in the fulfilling of their statutory duties – including safeguarding and health surveillance.
- Ensure compliance with the requirement of Caldicott, the Data Protection Act, Human Rights Act and other relevant policy, legislation and guidance and establishes the ways in which these should be interpreted within the council.
- Respond to requests for data and information as required, including FOIs, ensuring information responses are appropriate, proportionate and within timescales.

- Collect and collate information from partner agencies to meet national and local needs instigating information sharing agreements as needed. Negotiating and troubleshooting as required.
- Deal with confidential, sensitive, complex and potentially distressing information.
- Coach and support members of the team to ensure that the team meets its objectives.
- Oversee the work of the team in a supervisory capacity, making decisions and adjusting workloads to ensure deadlines are met.
- On an ad hoc basis, be willing to support very occasional activities outside of normal hours –recognising the need for agility during exceptional circumstances.
- Undertake any other duties commensurate with this role and responsibilities in support of the delivery of effective council services.

The post holder will be expected to work closely with:

- Operational Managers, Heads of Service, Service Managers and Directors to articulate user requirements. This will include communicating relevant, compelling stories using the most appropriate medium but to also manage stakeholders' expectations, facilitate difficult discussions and communicate negative information. Highlight and constructively challenge any concerns as a result of data quality or performance issues to senior managers, providing suggested solutions to data issues around sufficiency, quality and accuracy. To question and suggest improvements to senior managers in the way that activity data and performance data is held and recorded to improve efficiency and accuracy. Provide guidance and support on their own data analysis and statistical approaches to develop their ability to scrutinise performance and make informed decisions.
- Staff and teams in the Directorate to drive continuous development of an outcomes-based performance culture across all levels of services. Role model the effective use of performance data and soft intelligence to drive up performance and delivery of outcomes. Provide healthy, constructive challenge (being a critical friend) to all managers and directors in the pursuit of improved performance for our clients/service users.
- External partners including Health, to ensure data and information is shared as appropriate and that services have access to all data to complete a story as required.
- Other Local authorities to ensure data and information is shared as appropriate and that benchmarking data is available. Attend regional meetings to share good practice and Department of Education, The Children's Commissioner and other relevant Government bodies to contribute to central government consultations regarding, for example, the development of key performance metrics.
- The Business Intelligence Hub to act as service area expert for the Directorate, feeding into the 'spokes' model.
- Regulatory bodies such as Ofsted to be a lead contact for inspectors and data counterparts during inspections.
- Staff within the Performance & information team to give expert guidance and oversight to ensure objectives are met. This covers both the technical aspects of data

capture and analysis, appropriate levels of accuracy and problem solving solutions.

- Principal Social Worker – to ensure performance is measuring current professional practice and outcomes achieved
- Systems Team – to advice and ensure that case management workflow is constructed in a way that supports the user to record accurately and in a timely manner, to increase data relevancy and accuracy.

The post holder will be required to make decisions with impacts including but not limited to:

- Apply innovative, appropriate approaches to data analysis to help understand and resolve business/performance problems.
- Exploit opportunities through the recognition of new digital technologies to enhance analytical capability in alignment with business goals.
- Interpreting and advising on key business requirements; Decide how to translate business requirements on paper into technical deliverables required to deliver the solution needed to meet programme objectives and organisational goals
- Demonstrate benefits of bringing data together from different sources and communicate the limitations of data to Managers and Heads of Service and Directors.
- Data accessibility decisions and adherence to defined security frameworks
- Interpret complex statutory guidance to decide how the LA's response will be designed and produced, checking that recording is enabled and in place, and that data can be captured for submission liaising with other managers and agencies as needed to obtain data and to implement changes as required.
- Developing and maintaining relevant performance indicators and datasets to enable the production of trend analysis and benchmarking reports. Indicators need to be fit for purpose and creativity is required in the use of proxy indicators or sampling where capturing the ideal data is not possible. Consideration also needs to be given to the relationships between indicators and how to pick up on the early signs of change/impact.
- Deciding if an FOI can be answered or if an exemption is applicable and what the response should therefore provide.
- The designing of recording systems to ensure that appropriate data is captured, and reporting is considered and enabled to deliver and evaluate business objectives.

The postholder must be open to learning about working with all types of data, unstructured, structured and big data in order to deliver across all business areas. In addition, they must have good technical ability and a growing understanding of the complexity of the various technical elements of BI development, data quality, knowledge management and feed into the overarching data strategy for the Council.

Person Specification

Essential**Education and qualifications**

- Educated to degree level, professional qualification or equivalent in a related discipline or equivalent relevant experience in information management and analysis
- Completion of level 4 data analytics or equivalent.

Technical Knowledge & Skills

- High proficiency with BI technologies (e.g. Microsoft Power BI, SSRS, SSAS)
- Extensive experience of reporting tools to extract and combine data (2 years' experience minimum)
- Knowledge of SQL queries; TSQL or PL/SQL
- Knowledge of Python, R, SSIS automation.
- Knowledge of how relational databases are structured, data types, analytics life cycle, object creation & maintenance. Experience working in a Big Data environment, dealing with large diverse data sets.
- Knowledge of ARC GIS and mapping data sets.
- Predictive analytics - experience of demand modelling/forecasting and ability to build analytical models including regression & clustering.

General knowledge & experience

- Knowledge of the Children's services performance and information landscape, to include relevant statutory returns, inspection frameworks and local reporting needs
- Detailed operational knowledge of case management systems within the department and in schools
- Significant experience in designing and developing performance systems and performance indicators
- Significant experience of collating, analysing, interpreting and presenting management information.
- Expert level of IT – MS office, advanced excel user, xml manipulation
- Experience of using case management systems and influencing design to enable data capture, reporting and analysis
- Experience of setting targets and expected ranges and working collaboratively with the business to do so.
- Solid understanding of basic mathematical and statistical principles such as measures of central tendency, measures of spread, correlation, and the ability to apply this understanding

Personal Skills

- An ability to understand sentiment and perceptions from what is said or written from end

users and to translate between business requirements on paper and technical deliverables required to deliver the solution

- Develop and maintain value analysis tools for strategic and value-driven decisions
- Experience of working constructively with senior managers and partners.
- Ability and skill to act as a change agent, driving forward the changes which are required to drive improvement and stay compliant with legislation.
- Being able to relate and communicate effectively verbally and in writing, with a wide range of audiences including system users, professional staff and senior managers in various agencies.
- Effective time management skills to respond to complex and constantly changing work priorities to manage own and team's workflow; good supervisory skills
- Experience of delivering quality outputs with limited resources
- Curiosity and creativity to find problem-solving solutions
- Personable with strong persuasive and negotiating skills
- Up to date knowledge of relevant legislation and guidance in relation to working with information systems e.g. GDPR, consent and information sharing.
- A passion for learning
- Confident and robust in challenging and questioning as needed, for example new information requests
- Dealing with challenging situations where influence, creativity and diplomacy may be needed

Desirable

Technical skills

- Familiarity with DAX, R, Python or equivalent
- Experience of Data Science, Machine Learning and/or Statistical concepts
- Experience with ArcGIS Pro

Career graded posts

This post does not form part of a career grade.

Supporting information

Driving classification	
Occasional driver A valid UK driving licence is not required. Occasionally may need to travel to different locations in order to undertake the duties of the role.	<input checked="" type="checkbox"/>
Regular Driver Must hold a valid UK driving licence and have access to either their own car or a pool car in order to undertake the duties of the role, unless other forms of transport are available and viable to perform the role, including public transport, or unless a reasonable adjustment has been agreed.	<input type="checkbox"/>
Required Driver Must hold a valid UK driving licence and will drive a vehicle supplied by the Council in order to undertake the duties of the role. Employees should refer to the Corporate Driving at Work policy for further information.	<input type="checkbox"/>

Driving trigger points			
The trigger points set out below, regarding driving licence points and at-fault accidents, apply to all staff who drive on council business.			
Trigger Points	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action	
Points on driving licence	6	9	
Trigger Points	Discussion and advice on expected driving standards	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
At fault accidents within a two-year period (whether work or personal)	1	2	3
Job applicants who drive must have 9 or less points on their driving licence, and must have less than 4 at fault accidents within a two-year period. If they meet the trigger points, they will be subject to the actions outlined in the table above.			
If holding a valid licence, occasional drivers will need to declare penalty points and no-fault accidents as requested. Depending on the role, decisions as to whether this might either affect appointment or require corrective driver training, will be made case by case.			

Political restriction	
This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election as a member of parliament, as a member of the Scottish or Welsh Parliaments, or as a local councillor. The job holder is furthermore not permitted to canvass on behalf of a political party or a person who is already, or who seeks to be, a candidate. In addition, they may not speak to the public or publish any written or artistic work that could give the impression they are advocating support for a political party	<input type="checkbox"/>
This role is not politically restricted	<input checked="" type="checkbox"/>

Professional fees and related occupational costs	
As part of this role, or to support professional development, the job holder is required to be a member of a professional body or association. The job holder is responsible for payment of all professional fees, memberships, registrations or subscriptions and no reimbursement or contribution towards these will be provided by the council	<input type="checkbox"/>
This role does not have any professional or occupational membership requirements	<input checked="" type="checkbox"/>

Clearances – Disclosure & Barring Service (DBS)	
This role will be engaged in 'regulated activity' providing specific services relating to children or vulnerable adults and is subject to a Disclosure from the Disclosure and Barring Service.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an Enhanced DBS check before appointment can be confirmed.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a Standard DBS check	<input type="checkbox"/>
The role requires a Basic DBS check to check for convictions and cautions that are considered to be unspent under the terms of the Rehabilitation of Offenders Act 1974.	<input type="checkbox"/>
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	<input checked="" type="checkbox"/>

Clearances – Baseline Personnel Security Standard (BPSS)	
This role requires access to the UK government Public Services Network (PSN) and is subject to a BPSS check	<input type="checkbox"/>
This role is not subject to a BPSS check	<input checked="" type="checkbox"/>

Clearances – Non-Police Personnel Vetting (NPPV)	
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This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 2* . (*regular access to police premises and police information, intelligence and financial or operational assets. Occasional access to those deemed 'secret').	<input type="checkbox"/>
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 3* (*regular unsupervised access to police premises and/or access to police information and/or information systems and/or hard copy material either on police premises or by remote access up to "secret" level. A level 3 includes a check on you, your spouse/partner, co-residents, and all family members).	<input type="checkbox"/>
This role is not subject to a NPPV check	<input checked="" type="checkbox"/>

Safeguarding	
For all roles within Children's Services. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.	<input checked="" type="checkbox"/>
For all roles within Adult Social Services. Wiltshire Council is committed to safeguarding and promoting the welfare of vulnerable adults and all staff working for the council are expected to share a commitment to this. You will be expected to report any concerns relating to the possible abuse of a vulnerable adult in accordance with the agreed interagency safeguarding adults' procedures. If your own conduct in relation to the safeguarding of vulnerable adults gives cause for concern, the council's agreed interagency safeguarding adults' procedures will be followed, alongside implementation of the council's disciplinary procedure. The job holder is accountable for their safeguarding of vulnerable adult responsibilities to their line manager.	<input type="checkbox"/>
For all other roles within the council. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.	<input type="checkbox"/>