ROLE PROFILE

Job family	Organisational Support	Role profile number	OS13-2282	Grade M

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.

	Consult with service users / stakeholders / partners to understand issues and challenges and provide recommendations for solutions. Manage relationships with customers, partner organisations and / or suppliers – monitor inbound and outbound service levels: discuss operational issues with partners. Lead professional and point of contact to provide technical specialist solutions. Apply good judgement, sensitivity and diplomacy required in all dealings with others. Be a representative on behalf of the Service area / Council internally and / or externally.
Decisions – Discretion & Consequences	Decisions lead to the setting of working standards and important procedures for the service area which have an impact across the organisation. Use initiative to manage responses to complex business / technical issues within the service. Make business decisions based on up to date specialist knowledge and analysis. Contribute to developing council strategy within the service area. The consequences of the decisions will have a significant effect across the organisation. Drive and delivery complex work programmes within or across specialist areas to meet established operational targets. Develop, implement, maintain and manage complex systems, policies, procedures and / or standards within specialist area whose outcomes can affect council wide approaches / business. Review the functionality of these in response to either internal or external drivers. Recommend and implement changes as required to meet organisational needs. Research, manage and evaluate complex information / data / feedback. Identify and interpret organisational issues, trends and problems which may have a broad impact both within the organisation and for partner organisations. Identify and recommend solutions where service delivery / business / performance risk has been identified. Lead initiatives to design and deliver improvements and transformation. Monitor and report on service standards as required.
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	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. 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
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, Transformation
Role profile family:	Organisational Support
Role profile number and grade:	OS13-2282	Grade M
Number of posts:	1
Service/Team:	Transformation
Reports to:	Head of Data & Insight

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

The Data & Insight team works collaboratively with Council services and external partners to improve confidence in data and embed a culture of data-driven decision making. Our team provide a focal point from which we build and explore our data culture, behaviour, and capabilities for Wiltshire Council.

To us data is the nervous system of the council and the second most important asset we have behind our people. BI Hub is committed to providing a reliable, innovative, and user-centric data capability for all; fostering a culture of evidence-based decision making to deliver the best outcomes for our citizens.

Our work is fundamental to the success of the council's Transformation agenda and will act as a crosscutting theme of development across all service areas.

This is a corporate programme of work that will identify a common data reporting, visualisation, storage, and analysis platform that can be used across data repositories and line-of-business

applications, used across the council, to provide business insight. This platform will supplement and enhance any existing reporting or visualisation tools that are available within any individual line-of-business system.

The overall mission of the Date and Insight team is:
- To empower our staff to innovate and collaborate to deliver great value to stakeholders
- To develop business insight capacity for, and create a culture of, data-driven decision making
- To implement technology and processes that provide insight and evidence to support decision making, improve performance and delivery of business plan priorities

We will enable organisational insight to support evidence-based decision making and policy development. This will be achieved by providing detailed knowledge, expertise in the areas of data governance and data analytics, enabling and supporting data owners and data consumers within the services to help them manage their data and gain insight that are valuable to their individual operations. We will also provide data analytics and insight services at a corporate level to provide the insights needed to support organisational decision making

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 team that delivers business insight across the Council, working from the BI Hub and collaborating with the service area expert 'spokes' and other members across our 'data ecosystem'.

The postholder will:
- Apply specialist skills and experience to work with all types of data, unstructured, structured, and big data to deliver across all business areas
- Apply appropriate tools and techniques for data analysis and data visualisation (Power BI)
- Proactively promote a data-driven culture, sharing their skills, knowledge, and experience with colleagues across council teams and supporting colleagues in data and insight roles in other council team
- Identify, collect, and migrate data to and from a range of systems, which may require negotiation with data owners, key stakeholders and establishment of new processes or ways of working
- Support services to improve data quality to ensure end-users are making decisions on the best possible data
- Identify and mitigate the risks and impacts of using incorrect or incomplete data
- Manipulate and link different data sets from across the council whilst understanding and mitigating the risks 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

In this role the postholder will be required to:

- Horizon scan and keep abreast of technological developments in their area of work, taking the initiative to apply them within a council context
- Interpret and advise on key business requirements, applying innovative approaches to resolve problems. This may require creative application of existing skills to build an original solution or the learning of new technical skills to solve the problem
- Exploit opportunities through the recognition of new digital technologies to enhance analytical capability in alignment with business goals
- Demonstrate benefits of bringing data together from different sources and communicate the limitations of data to managers and Heads of Service
- Apply data accessibility decisions and adhere to defined security frameworks
- Advocate to the services the benefits of our Data Strategy which sets out an ambitious change programme for the council. This may involve navigating challenging conversations with service personnel and data professionals

The post holder will be expected to work closely with:

- Key data professionals in the Council to shape the delivery outputs and build robust dataflows and shape business insight deliverables
- Heads of Service and service managers 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
- Data migration engineers and developers in ICT to ensure processes and outputs are robust and accurate
- The Head of Data and Insight to actively contribute to and implement deliverables from, the overarching data strategy roadmap
- The PMO to determine risks associated with insight data flows and the programme team to determine prioritisation and implementation cadence

Specific requirements for this post:

None

Person Specification

Specific qualifications, knowledge, and skills required for this role:

Essential

Education and qualifications

- Educated to degree level, professional qualification or equivalent in a related discipline
- Equivalent relevant experience and evidence of continuous professional development within the field of data, performance, and insight

Technical Skills

- Specialist understanding of BI technologies (e.g., Microsoft Power BI, SSRS, SSAS) and the ability to collate data from a range of sources (e.g., API, SharePoint, MS Excel, CSV, web, databases, JSON)
- Advanced knowledge of SQL queries; TSQL or PL/SQL
- A good understanding of the complexity of the various technical elements of BI development, data quality, knowledge management and how these feed into the overarching data strategy for the Council.
- Demonstrable ability to translate between business requirements on paper and technical deliverables required to deliver the solution
- An ability to understand sentiment and perceptions from what is said or written from end users
- Develop and maintain value analysis tools for strategic and value-driven decisions
- Up to date knowledge of relevant legislation and guidance in relation to working with information systems e.g., GDPR, consent and information sharing.
- 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 within Power BI to good effect.

Personal Skills

- Experience of working constructively and collaboratively 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.
- 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
- Experience of delivering quality outputs with limited resources
- Curiosity and creativity to problem solve and negotiate the benefits of new solutions
- Personable with strong persuasive and negotiating skills
- A passion for learning and willingness to explore and develop their skillset beyond analytics and into data science

Desirable

Education and qualifications

- PL-300 (Microsoft Certified Data Analyst)

Technical skills

- Agile principles and Scrum methodology
- Experience with the application of statistical analysis such as regression analysis or central limit theorem
- Familiarity with DAX, R, Python or equivalent
- Experience working in a Big Data environment, dealing with large diverse data sets
- Experience of Data Science, Machine Learning and/or Statistical concepts (e.g. Azure Machine Learning Studio or Cognitive Services)
- Experience with ArcGIS Pro
- Familiarity with the benefits of IoT in a local authority context

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.	☒
Regular Driver Must hold a valid UK driving licence (with no more than 6 penalty points) 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 a reasonable adjustment has been agreed.	☐
Required Driver Must hold a valid UK driving licence (with no more than 3 penalty points) 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.	☐

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 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	☐
This role is not politically restricted	☒

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	☐
This role does not have any professional or occupational membership requirements	☒

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.	☐
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an **Enhanced** DBS check before appointment can be confirmed.	☐
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a **Standard** DBS check	☐
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.	☐
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	☒

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	☐
This role is not subject to a BPSS check	☒

Clearances – Non-Police Personnel Vetting (NPPV)	
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').	☐
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).	☐
This role is not subject to a NPPV check	☒

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.	☐
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.	☐
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.	☒