**SEFTON METROPOLITAN BOROUGH COUNCIL**

JOB DESCRIPTION

**Department**: Strategic Support – Performance & Business Intelligence

**Location**: Magdalen House

**Post**: Data Analyst

**Grade**: Grade H (JE number A4427)

**Accountable to:** Performance & Business Intelligence Lead

**Responsible for**: N/A

# **JOB PURPOSE**

To support the Council’s strategic planning, commissioning, and performance management processes by providing data, data visualizations, information, intelligence, and insight.

# **MAIN DUTIES**

1. Be part of the team producing and delivering accurate management information and business intelligence, gathering, analysing and imparting timely and accurate data, information, intelligence, and insight in appropriate formats, including reports, dashboards, and visualisations, responding swiftly and efficiently to internal and external information requests.
2. To collate, prepare, validate, and integrate large quantitative data sets gathered from multiple sources, including statistical data from trusted external sources and structured data from Council systems using a range of tools including Azure Data Factory, SQL, and MS Excel.
3. Perform in-depth data mining and statistical analysis to extract information from data sets, measuring key performance indicators, identifying trends and patterns, for benchmarking, forecasting and deriving value out of the Council’s data at an enterprise scale, using a range of quantitative data analysis techniques such as descriptive, diagnostic, inferential, predictive, prescriptive, regression and correlation and tools including Azure Synapse Analytics and MS Excel.
4. Ensure timely and accurate reporting to stakeholders on agreed areas of work, preparing and presenting data, information and insight that inform decisions using tools and techniques to visualise data in easy-to-understand formats, including Business Objects and developing visually rich, dynamic, and interactive dashboards with MS Power B.I.
5. To compile statutory and non-statutory returns, including collecting, modelling, cleansing, loading, and submitting data in XML or CSV format and leading the response to validation checks and correcting data errors to ensure the accuracy, consistency, and integrity of data.
6. Provide support to politicians, senior leaders, managers and workstream leads to interpret and understand data and identify opportunities to maximise strategic benefits and service improvement.
7. Assist in the development and maintenance of sets of data, including monitoring data quality and removing corrupt data.
8. Undertake aspects of qualitative and quantitative research activities independently, collating information using multiple research methods, analysing, and reporting findings.
9. Support and contribute to the development of performance management and reporting frameworks, to ensure that service areas have effective measures in place and to help drive service improvement and value for money.
10. Identify errors, gaps, or anomalies in client data records.
11. Undertake projects to monitor and evaluate the effectiveness of data use and explore ways of incorporating automation and AI into data analysis and reporting.

## ORGANISATION CHART

**SPECIAL CONDITIONS**

See attached chart

**QUALIFICATIONS AND EXPERIENCE.**

See attached Person Specification

**SPECIAL CONDITIONS (if applicable)**

The post holder will deal with data of a confidential and sensitive nature. They must maintain confidentiality and the trust of the data providers always.

The post holder will be the subject of Government vetting including BPSS (Baseline Personnel Security Standard), which is the required level of screening for any individuals working with or on behalf of a government department that allows the holder to access confidential information.

Occasional out-of-hours work may be required.

**GENERAL**:

The post holder will be expected to comply with, observe and promote the Equal Opportunities policy of the Council.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems and to promote appropriate improvements where necessary.

This job description is a representative document. Other reasonably similar duties may be allocated from time to time, commensurate with the general character of the post and its grading.

**Prepared by:**

**Name:** Wayne Leatherbarrow

**Designation:** Service Manager – Policy, Performance & Business Intelligence

**Date**: January 2023

**PERSON SPECIFICATION**

|  |  |
| --- | --- |
| **Post:**  Business Intelligence Officer (Grade H) | **Department:** Performance & Business Intelligence |

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| --- | --- | --- |
| **Personal Attributes Required** | **Essential (E) or**  **Desirable (D)** | **Method of Assessment** |
| **Qualifications**  Relevant Academic and/or Professional Qualification in Maths, Statistics or Data Analysis | E | AF/C |
| **Experience** |  |  |
| * Previous experience in a reporting or data analysis role. * Practical experience of relational databases and using MS Azure Synapse, R, SQL, Python or MS Excel to collate, prepare, manipulate, validate, integrate and analyse large quantitative statistical data sets. * Producing reports and data visualizations using Business Objects, Qlikview, Tableau, or Microsoft Power BI. * Reporting and presenting quantitative statistical information * Compiling statutory and non-statutory returns. * Interpret performance data and providing guidance to key stakeholders. * Experience of working with Children’s and Adults Social Care, Public Health, or Education data sets. * Knowledge and experience on Data Science or Data Warehousing * Experience with AI tools for data classification * Contribution to research projects and providing research data. | E  E  E  E  E  E  E  D  D  D | AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF  AF  AF  AF |
| Ability, Skills & Knowledge |  |  |
| * Strong qualitative and quantitative analytical ability. * Effective communication, interpersonal and presentation skills, to communicate between the technical and the non-technical and to present complex information to a variety of audiences. * Numerate, a flawless grasp of written English and high attention to detail and accuracy. * Working knowledge of Power BI, T-SQL, SSRS, Power BI and Excel for data analysis and reporting. * Excellent IT skills associated with data analysis, reporting and information management. * Able to operate effectively with a high volume and at times, highly sensitive workload to tight deadlines, independently and collaboratively. * Understanding of organisational policies and procedures, values and culture, principles and guidelines. * Knowledge of national legislation and strategies relevant to Information Governance. * Knowledge of data architecture, metadata management and ETL processes. * Ability to be innovative. | E  E  E  E  E  E  D  D  D  D | AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF  AF  AF  AF |
| **Personal Style and Behaviour** |  |  |
| * A passion for translating data into useful insight. * Motivated, optimistic, and enthusiastic with the ability to respond to challenge and not be discouraged. * An inclusive team worker, able to work with others and in a collaborative manner. * High degree of probity and integrity. * Strong corporate and external awareness beyond own area of expertise. | E  E  E  D  D | AF/I  AF/I  AF/I  AF AF |
| **Other/Special Requirements**  Evident commitment to personal continued professional development. | E | AF/I |

**Assessment Methods Key:**

AF – Application Form C – Certificates

I – Interview T - Test