



Job description			
Job title	Principal Intelligence and Insight Officer		
Grade	Career Graded O to Q		
Directorate	Resources		
Service/team	Policy and Performance		
Accountable to	Intelligence and Insight Manager		
Responsible for	Strategic Intelligence Officer, Community Intelligence & Insight Officers, Graduate Policy and Performance Officers		
JE Reference	A5411 A5412 A5413	Date Reviewed	May 2025

Purpose of the Job

The Principal Intelligence and Insight Officer will play a central role in the development and delivery of the Knowsley Council plan and Knowsley 2030, particularly in embedding intelligence led decision-making across Knowsley Council, and the Knowsley Better Together Partnership. In addition to leading the development of the Joint Strategic Needs Assessment, you will provide analysis on the changing demographics in Knowsley and support a range of services in their use of intelligence and insight, including Regeneration and Economic Development, Resources, Communities and Neighbourhoods, Children's Services and Health and Adult Social Care. There will also be expectation to work with Partners across the Knowsley Better Together partnership to collect data and work collaboratively. This work will include research, high quality analysis and briefing officers on complex information.

This is a career-graded post and can be undertaken at O, P or Q grade with the requirements of job in terms of tasks as set out in this job description and in terms of skills, experience and qualifications as set out in the accompanying person specification. To move up the grades you must be assessed against your ability to undertake the tasks at the higher grade and meet the requirements set out in the person specification. This assessment will be undertaken by the line manager and must be endorsed by the Head of Service and HR.

Duties and Responsibilities

This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

Grade O:



1. Lead the development of Knowsley Council's Joint Strategic Needs Assessment and key intelligence products with Senior Intelligence Officers. In particular, considering the impacts of wider determinants on inequalities in Knowsley.
2. Develop products which provide statistical analysis of complex information and interpretation of data, to highlight key trends, issues and areas of concern working. Support the development and delivery of high-quality management information and intelligence data for the following purposes:-
 - a. Effective corporate planning across all Departments
 - b. Provide relevant and timely information to support effective decision making; and
 - c. To support the production of statutory, non-statutory and corporate returns
3. Work collaboratively with internal departments, external partners and community organisations to develop a comprehensive intelligence and insight framework.
4. Lead the development and implementation of key analytical and research techniques / methodologies that allows the council to make appropriate commissioning, priority setting and resource decisions that overall contributes to delivering priority objectives.
5. Work with the Engagement and Insight Officer to ensure that the perspectives and voices of local residents are integrated into intelligence projects, to elevate community voices and insights to decision-making processes.
6. Play a leading role in the Council's Data Transformation Programme, representing Intelligence and Insight team, considering the development of AI tools.
7. Lead on specific team/ service projects and work of high complexity, ensuring expectations and deadlines are met and work is produced to the highest standards. This will include working across all Council departments, and will rely on good knowledge of data across a wide variety of topics.
8. Ensure that all intelligence and insight produced is linked to actionable insights from complex data sets.
9. Manage and supervise the work of members of the Intelligence and Insight Team. Evaluate the quality of work produced and support the team to continually improve approaches to work.
10. Work at pace, managing multiple pieces of complex work all at once.



11. Present highly complex and sensitive information to other statistical specialists and non-specialist audiences and individuals
12. Write and contribute to reports to Senior Officers and Members. These reports will vary in length and complexity, and will range from informal summaries to detailed comprehensive reports.
13. Work with intelligence officers from across the Knowsley Better Together Partnership to develop intelligence and insight products.
14. Support the development of the Stronger Communities insight model, providing guidance and supporting integration into the wider Intelligence and Insight Team.
15. Lead the dissemination of Intelligence and Insight products to the wider Council.

Grade P – in addition to the duties and expectations outlined above in Grade O:

1. Develop innovative approaches to data collection, analysis and reporting, harnessing emerging technologies where appropriate.
2. Support the council's strategic objectives by identifying opportunities for efficiency, service transformation, and policy development.
3. Write and contribute to reports. These reports will vary in length and complexity, and will range from informal summaries to detailed comprehensive reports. It will also be necessary for the post holder to be able to summarise these reports and disseminate their findings. Some reports will require complex statistical analyses or contain contradictory findings, and it will be necessary to be able to explain such analyses and finding to specialist and non-specialist audiences in a way that they can understand the implications of the report.
4. Proactively identify and understand emerging trends in data and communicate these insights to senior officers, ensuring timely awareness and strategic response to changes in local patterns.
5. Develop products which provide statistical analysis of complex information and interpretation of data, to highlight key trends, issues and areas of concern working. Lead the development and delivery of high-quality management information and intelligence data for the following purposes:-
 - a. Effective corporate planning and key decision-making across all Departments
 - b. Provide relevant and timely information to support effective decision making; and



- c. To support the production of statutory, non-statutory and corporate returns
6. Work collaboratively with internal departments, external partners and community organisations to ensure that the intelligence and insight framework is comprehensive and inclusive.
7. Ensure the integration of evidence-based decision making and robust evaluation methods into the organisation's culture
8. Experience of managing and maintaining large scale data sets, and evidence of keeping up-to-date with latest technologies and programmes for data collection and analysis.
9. Oversee and direct the activities of the Intelligence and Insight Team, ensuring high standards of work quality. Conduct regular evaluations of team outputs and provide constructive feedback to foster continuous improvement in methodologies and practices.
10. Lead further developments, improvements to and implementation of intelligence and data analytical systems and processes, including support to underlying data quality and the promotion of data as an asset through the Data Transformation Programme.
11. Develop knowledge of different analytical tools and approaches, including Behavioural Insights.

Grade Q – in addition to the duties and expectations outlined above in Grades O and P:

1. Manage multiple complex projects simultaneously, maintaining a high level of productivity and quality.
2. Demonstrate experience and expertise across a diverse range of topics relevant to the work of Knowsley Council, showcasing a broad and deep understanding that enhances strategic decision-making and organisational effectiveness.
3. Work with Senior Officers to generate actionable insights from complex data sets, transforming raw information into strategic recommendations that drive impactful decision-making and operational improvements.
4. Implement Policy and Performance's strategic vision for how data and intelligence can be used across the Council as part of the approach to Data Transformation.
5. Lead the adoption of innovative data tools and approaches, driving improvements in data accuracy, efficiency, and strategic insights.



6. Develop and implement strategies for effective community outreach, ensuring that intelligence products are informed by and responsive to the lived experiences of local residents, with a focus on inclusivity and equitable representation.
7. Champion community engagement by supporting services to facilitate forums, surveys, and other participatory methods to gather input and foster a sense of ownership among residents, ensuring all voices are heard and valued.
8. Lead and mentor the Intelligence and Insight Team, driving excellence in analytical and strategic outputs. Facilitate professional development opportunities to cultivate a culture of continuous learning and innovation.
9. Manage large-scale analytical projects, coupled with a deep understanding of cutting-edge technologies and methodologies for data collection and analysis.
10. Manage a portfolio of projects that draw on the full range of analytical techniques as appropriate, including the use of integrated datasets, to generate relevant findings, including scrutiny and challenge of performance, evaluation and service improvement initiatives.
11. Lead the implementation of the Stronger Communities insight model, ensuring that there is effective use of a range of different data methods including application of Behavioural Insights.

Knowsley Better Together – Staff Qualities





Health and Safety

- To use equipment as instructed and trained.
- To inform management of any health and safety issues which could place individuals at risk.

Data Protection and Information Security

- Implement and act in accordance with the Information Security Acceptable Use Policy, Data Protection Policy and GDPR.
- Protect the Council's information assets from unauthorised access, disclosure, modification, destruction or interference.
- Report actual or potential security incidents.