

ROLE DESCRIPTION

Job Title	Citizen Insight Analysis Lead
Salary Band	SCP 37-40
Reporting to	Citizen Insight and Participation Manager
Directorate	Policy and Strategy
Service Area and sub area	Evidence, Research and Intelligence
Team	Citizen Insight and Participation Team
Political Restriction	No

1. Primary Purpose of the Post
To establish and manage a Citizen Insight Hub within the LCRCA's Evidence, Research and Intelligence Service. The Hub will enable a 'create once, use many' approach by providing a central point of access to existing citizen insight that teams across the LCRCA already create as part of their business-as-usual activities. It will provide ready access to existing insights alongside bespoke analysis in response to specific questions. The post holder will also advise on the ongoing development of new and innovative channels for citizen insight.
2. Your responsibilities
<i>Establish and manage a Citizen Insight Hub for the LCRCA</i> 1. Set up and maintain a centralised repository for quantitative and qualitative sources of citizen insight gathered across all services within the LCRCA. 2. Implement robust systems and processes to identify, collate, catalogue and manage citizen insight so that it can readily be made available to support decision making across the organisation. 3. Establish and promote a 'create once, use many' approach to citizen insight work within the LCRCA, building the strong working relationships required to achieve this. 4. Act as a primary source of advice on the use and interpretation of integrated citizen insight. 5. Ensure that citizen insight creation and analysis activities comply with GDPR requirements and other standards / policies as necessary. 6. Develop and maintain guidance and processes to guide the collection, storage and use of citizen insight. <i>Analyse and disseminate citizen insights</i> 7. Contribute to regular digests and dissemination of Citizen Insight work within the LCRCA, drawing out actionable insights for senior stakeholders. 8. Conduct bespoke analysis and synthesis of relevant forms of citizen insight, in response to requests and provide clear, concise reports and presentations that translate citizen insight into actionable intelligence.

9. Work with colleagues across the Evidence, Research and Intelligence service to develop and implement integrated evidence which draws on citizen insights.

Advise on and develop new channels for insight

10. Identify gaps in current citizen intelligence and recommend the development of new and innovative channels of insight to address them.
11. Ensure that development of new channels of insight enables the LCRCA to understand the diverse views and experiences of all the communities that the LCRCA serves.
12. Keep up to date with best practice and emerging technologies and datasets to support citizen insight work.

3. General Corporate Responsibilities

- Operate in a manner that places citizens / customers first, adopts a can-do approach and focuses on communities and working locally
- Support the Organisation in promoting the work of the LCRCA and the wider LCR.
- In line with the respective role, ensure 'joined up' policy and practice in and across areas of the city region.
- To represent the LCRCA when working with partner organisations.
- To work with relevant bodies to support LCRCA's aims and ambitions.
- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills to improve effectiveness and efficiency of service delivery.
- To ensure the Combined Authority's commitment to equal opportunities is demonstrated through promoting non-discriminatory practices in all aspects of work undertaken.
- Compliance with all health and safety legislation (including DBS compliance)

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

4. Recruitment Plan

Competency based interview

PERSON SPECIFICATION

Job Title: Citizen Insight Analysis Lead

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
- Educated to degree level or equivalent professional experience - Evidence and commitment to continuous personal and professional development.	D E	A A

Experience and knowledge	E = Essential D = Desirable	Identified By
At least 12 months experience in a similar role	E	A, I
Strong experience in research, insight generation, data analytics or a related field.	E	A,P,I
Experience of setting up and managing an insight or intelligence hub	D	A,P,I
Experience in quantitative and qualitative analysis and the interpretation of citizen feedback	E	A,I
Knowledge of contemporary techniques and practices in relation to citizen insight, datasets and analytical methods	D	A,I
Experience of synthesising qualitative and quantitative insights to produce concise, high impact reports.	D	A,I

Skills and abilities	E = Essential D = Desirable	Identified By
Project management skills, including project risks, dependencies, expenditure, monitoring and evaluation	E	A,P,I
Presentation skills with capacity to communicate at all levels, internally and externally	E	
Quantitative and qualitative analytical skills, in a citizen insight context	E	A,P,I
Ability to synthesise data and insight sources to draw out actionable insights	E	A,P,I



• Able to build and maintain strong working relationships across a range of stakeholders	E	A
• Effective communicator at all levels	E	A
• Ability to work independently across the breadth of all policy areas	E	A
• Ability to develop and maintain a positive performance focused culture	E	

Personal Attributes	E = Essential D = Desirable	Identified By
• Strong interpersonal skills with the ability to lead others, develop effective teamwork, work collaboratively with colleagues across the organisation; and develop effective relationships with external stakeholders.	E	P, I
• Willingness to work flexibly as and when required to meet objectives and timescales	D	A, I
• An understanding of and a personal commitment to the Vision and Aims of Liverpool City Region Combined Authority.	E	A, I
• Commitment to and understanding of equal opportunities	E	A, I
• A commitment to providing a high-quality customer service and ensuring service standards are met	E	A, I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Leadership skills – ability to lead a team by giving clear directions and setting expectations; trusting and empowering team members; having honest conversations; providing constructive feedback; developing team members; and valuing all inputs	E	A, I
Analytical ability – attention to detail; logical thinking; effective planning and organisation	E	A, I
Interpersonal skills – effective communicator; active listener; good team working; effective presentation	E	A, I, P
Time management – ability to prioritise workload and manage a portfolio of projects	E	A, I



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment