

JOB DESCRIPTION

JOB TITLE	Intelligence Analyst
GRADE	PO4
REPORTING TO	Head of Intelligence
JD REF	CSUP0114(B)

PURPOSE

To deliver business intelligence to enable Wirral Council, and partner organisations to make evidence-based decisions to improve outcomes for residents and help shape the future of Wirral. To analyse, interpret and present intelligence and research about Wirral and Council services. To ensure high standards of intelligence use and analysis across the Council, facilitating continuous improvement in service delivery, value for money, innovation and efficiency.

MAIN DUTIES AND RESPONSIBILITIES

- Lead on the provision and application of intelligence to support effective strategic planning and evidence-based decision making across the Council and with partners.
- Responsible for extracting, developing, analysing, presenting, and interpreting data into intelligence to effectively inform commissioning, and service development and enable effectiveness and value for money to be captured and quantified.
- Use analysis methodology to assess population needs including analysis of a range of key areas including population health, demographics, inequalities, demand, value for money, economic analysis etc.
- Deliver, and provide advice and guidance on, best practice standards in qualitative data collection, analysis and statistics including the design and development of customer engagement activity including surveys and other consultation methodology.



- Deliver a single source of truth for the Councils data, working to produce certified validated datasets for whole organisational use.
- Build a structured, visual reporting experience for intelligence users, including co-production with customers, interactive usage and automated reporting from data models.
- Play a key role in promoting and embedding a culture of innovation, continuous improvement and enterprise that challenges existing practice and develops new, more effective means of enabling managers and their teams to evidence improved outcomes.
- Work directly with managers and their teams to identify 'wicked problems' and use data science techniques to generate new insights and innovative solutions for improvement.
- Lead collaborative work to develop and implement approaches and tools for finance analytics, projections, benchmarking, and reporting including evidencing value for money.
- Work collaboratively with colleagues across the council and partner organisations to develop and improve the Joint Strategic Needs Assessment (JSNA).
- Develop robust data quality procedures by developing, maintaining, and documenting accurate operational procedures relating to data collection, manipulation, analysis and reporting processes.
- Use webinars, literature, networks, and other resources to keep abreast of developments in the fields of intelligence, analysis and systems and communicate this knowledge appropriately.
- Work collaboratively with key stakeholders to develop, co-produce, refine and scale analytics tools, procedures, and workflows to improve the organisation's overall analytics capability.
- To act as a point of contact with external partners on provision of system wide intelligence and explore opportunities to work on joint data science and analytics projects.
- To provide advice and guidance to customers relating to analysis, and ensure customers are well informed and that information provided is evidence-based, useful, relevant, and timely.



ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

- A degree in Mathematics, Computer Science, Statistics Engineering, Physical Sciences, or another quantitative discipline (or equivalent work experience in a data driven role).
- Knowledge of technical data management skills with particular emphasis on analytical, statistical and data modelling techniques.
- Demonstrable experience of research and analytical skills and the ability to use information critically to challenge services.
- Experience of using Power BI to transform raw data into meaningful insight driven visual dashboards.
- Skills in database management, SQL querying, data modeling, data warehousing, business intelligence, Online Analytical Processing, writing DAX expressions, and implementing row-level security.
- Experience and skills in utilising a range of effective visualisation techniques to develop accessible reporting to tell a story e.g. maps, scatters, cards, slicers, gauges, AI visuals, tables, bookmarks.
- Experience of developing community engagement techniques and methodologies including data capture and analysis of qualitative data for reporting and presentation to influence strategic and operational decision making.
- Experience of data quality assurance techniques policies and procedures in order to ensure data is robust and consistent.
- Proven excellent interpersonal skills with the ability to establish positive working relationships with staff at all levels both within the council and partners.
- Experience of working with senior colleagues to identify issues and opportunities through research and analysis and use intelligence to build a case for improvement which will have a significant impact on local residents and services.
- Experience of developing and maintain internal and external networks with key stakeholders for shared learning.
- Able to influence internal and external stakeholders based on clear technical knowledge and information.
- Excellent communication skills, including the ability to present and explain complex findings clearly and concisely to non-specialist audiences, both orally and in reports and dashboards.
- Experience of project management, developing and delivering programmes and projects on time and within budget ensuring risks are identified and mitigated.



- Ability to schedule, review and monitor workload, prioritising accordingly at short notice in order to deliver outcomes under pressure and within deadlines.
- Analytical mindset with a problem-solving capability.
- Proactive, self-motivated and eager to learn with the ability to use your own initiative and act independently.
- Awareness of Information Governance, General Data Protection regulations and Information Asset requirements.
- Awareness of equality and diversity and committed to tackling inequalities.

DESIRABLE KNOWLEDGE, EXPERIENCE AND SKILLS

- MSC in Data Science or Data Analytics.
- Knowledge of scripting languages and programming languages such as R and Python to enable the development of custom products.
- Using statistical analysis packages to analyse data (e.g. SPSS or R).
- Data science techniques using 'big' data such as logistic regression, random forests – decision trees, clustering, classification.
- Demographic and demand modelling, using datasets such as Experian or Mosaic.
- Prince2 qualification.
- Experience of risk monitoring.
- IT System development and administration experience.

ADDITIONAL INFORMATION

- May be required to work outside standard operating times including evening and weekends.
- May be required to attend evening meetings.
- Ability to work from home.

DATE OF APPROVAL: 07/04/2021

APPROVED BY: NANCY CLARKSON (HEAD OF INTELLIGENCE)

