



Role Profile

Job Title: Data and Insight Business Partner (Data Analyst)	Role Profile Number: RTH65
Grade: Q	Date Prepared: May 2022
Directorate/Group: Enabling Services	Reporting to: Head of Data, Performance and Insight
Structure Chart attached:	No

Job Purpose

Reporting to the Intelligence Lead the Data Business Partner Role is to develop and embed analytics into the Council's service areas, providing the insight need to support Council operations and decision making.

The postholder provides data analysis support to the Council and its services for their assigned areas, including data preparation, exploration and visualisation.

The postholder will collaborate and consult with service areas and develop a deep understanding of their objectives, risks, processes and resulting information needs.

The role is focused on change and improvement, providing a new perspective on integrating data and analytics into service planning, delivery and decision making.

Key Accountabilities

- Working closely with service areas and staff at all levels to deeply understand their objectives and challenges, identifying your allocated service's specific data and information needs.
- Partnering and developing good working relationships with stakeholders from all levels of the Council.
- Interpreting, identifying and communicating compelling insights from data that inform strategic leadership and operational decisions.
- Championing analytics best practice in service areas and influencing senior stakeholders in data approaches and use.

- Supporting service areas to adopt and learn how to effectively use data and analytics solutions to solve business challenges.
- Promoting data literacy across the Council and the services they support.
- Working across teams to ensure relevant data is being captured and fed into requirements to create, grow and develop Council datasets needed for decision making and reporting.
- Creating meaningful and impactful analytics products and visualisations.
- Designing and developing key metrics to measure different aspects of the Council's services.
- Bringing together disparate datasets from across the Council and partner organisations for insight.
- Investigating trends arising from data and providing a positive challenge to all levels of staff in terms of questions arising from the data.
- Supporting development of proof of concepts that accelerate the Council's ability to deliver analytics.
- Continually assuring, improving and innovating analytics practices to generate clear and valuable findings.
- Working with IT and service areas to shape and influence the design and delivery of major information system implementations/system changes with analytics and reporting in mind (e.g. system form and data capture design).
- Working with the Data Governance Team to ensure alignment with corporate and national data quality standards in order to provide accurate business intelligence.
- To comply with GDPR, the Data Protection Act and the Freedom of Information Act
- To interpret complex guidance and then collect, process and produce data for statutory returns.
- To pass on knowledge to other members of the team to ensure effective sharing of skills

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- An ability to;
 - identify, collect and migrate data to and from a range of systems
 - extract, standardise, manage, clean and aggregate data to prepare for a range of analytical uses of that data
 - manipulate and link large and complex, different data sets

- Able to:
 - Identify and use the most appropriate analytical techniques
 - Help a variety of stakeholders understand their data and its potential through exploration.
 - Carry out data mining with an ability to spot patterns, issues and trends in data.
 - Understand data flows between different systems
 - Conduct data quality assurance, validation and linkage

Proficiency in:

- Modern analytical tools and keeping up to date with advances in these.
- Business analysis and ability to gather data and information requirements from stakeholders.
- Communicating effectively to a wide variety of stakeholders, including an ability to facilitate discussions in multidisciplinary teams with different dynamics.
- Managing stakeholder expectations.
- Making complex and technical information and language simple and accessible for non-technical audiences.
- Ensuring problems are fixed; knowing how to analyse, identify and manage problems and implement appropriate solutions.
- Working as part of a team, with strong planning, prioritisation, organisation, time management and communication skills.
- Strong intellectual problem solving abilities including the ability to weight arguments, substantiate judgements and consistently produce compelling and persuasive narratives.
- Excellent oral and written communication skills with proven ability to distil, translate and communicate complex information accurately.
- Excellent organisational skills including negotiating and prioritising many competing demands and significant time pressures.
- Innovation with an ability to recognise and develop the potential for doing things differently and better.

Qualifications

- Educated to Degree level standard (or equivalent) in a relevant discipline, with Mathematics at GCSE (or equivalent) or extensive compensatory experience.

Decision Making

- This role uses subject matter expertise and experience to support decision making at all levels of the organisation.

Creativity and Innovation

- Summarise and present data and conclusions in the most appropriate format for stakeholders, with high impact
- Use business intelligence tools to produce engaging visual analysis and dashboarding.
- Select the most appropriate medium to visualise data to tell compelling and actionable stories relevant for business goals.
- Complete complex analysis to help services answer some of their most significant questions about residents, their needs, services provided and staff.
- Identify problems in databases, data processes, data products and services and contribute to issue resolution.

<u>Job Scope</u> Number and types of jobs managed <ul style="list-style-type: none">• None Typical tasks supervised/allocated to others <ul style="list-style-type: none">• None	Budget Holder Responsibility Asset Responsibility:	No No.
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

Key relationships for the postholder will be with CMT members, Heads of Service and senior officers from partner organisations across Swindon and the wider South West region. Similar support is required for operational managers and staff.

The post may be required to represent the Council at key external forums.

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	