



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title: Intelligence Lead (Analysis and Performance Improvement)	Role Profile Number: SBC_10974
Grade: R	Date Prepared: July 2023
Directorate/Group: Enabling Services	Reporting to: Head of Data, Performance and Insight
Structure Chart attached:	No

Job Purpose

This is a leadership role comprehensively responsible for the effective and successful delivery of all data intelligence and statutory reporting requirements for their areas of responsibility.

To ensure specified Council departments receive proactive and timely intelligence to enable them to better understand the outcomes they are delivering, and working closely with both areas to ensure they can deliver change programmes through the use of insight and effective enabling support to the business.

To act as the strategic lead for those areas in projects and change programmes working across all levels of the organisation, challenging the norm and business to put in place effective insight solutions.

To facilitate change through working with a wide range of stakeholders, including Members, senior managers, NHS health colleagues/managers, and other partners, to drive forward and increase sophistication of the Council's use of business intelligence and analysis to ensure that the Council achieves its vision and priorities.

To work with the business to establish, develop and implement joined up integrated data insight, monitoring and reporting,

To work closely with the Head of Data Performance and Insight to ensure the future data strategy is developed and implemented across the council, delivering the Council's vision for joined up cross cutting data pathways, reduced manual manipulation and processing of data and more efficient, effective data intelligence that informs strategic decisions.

Key Accountabilities

General

- Take a lead role in building a culture of use of intelligence and evidence in all aspects of the Council's work, to support decision making, inform future strategic initiatives and help drive a culture of continuous improvement.

- To manage a team of Analysts of various levels of seniority, providing professional insight and coaching to enable them to develop their analysis and intelligence skills.
- Provide guidance and training to staff across the Council to develop their awareness and understanding of intelligence and performance management and measurement.
- Produce and supervise provision of performance reports and narratives for a wide range of audiences, to inform decision-making.
- Attend senior management team meetings, CMT and Member meetings as required to present and discuss required reports and intelligence.
- Carry out research into best practice and analysis to provide evidence in order to drive forward improvement in key areas of the Council. Work with heads of service to identify which interventions can be taken forward & lead the development of robust monitoring and reporting to analyse their success.
- Lead work to manipulate and analyze varied and complex data from a variety sources.

Service Provision

- Act as the Council's strategic lead for the development, production, analysis and use of required performance data to drive improvement in the provision of specified Council Services.
- Liaise regularly with Heads of Service/Commissioners/Providers and lead Project Board meetings to facilitate the agile provision of intelligence.
- To be the subject matter expert in all aspects of directorate and service performance data and insight requirements and reporting and assessing impact of changes.
- To be part of the core team of business analysts, systems developers and data analytics staff who assess proposed system changes. Be the lead officer who assesses changes to reporting and related data requirements and ensures they remain in compliance with statutory requirements and local need. Lead the work to ensure social care data is collected, robustly and accurately analysed and well presented, to provide insight and support decision-making in specified services.
- Ensure that data and analysis is provided to fulfil the Council's statutory return obligations for specified services, in the most efficient way possible. Ensure all internal and external reporting requirements are met.
- Lead and manage work to improve and streamline services reporting.
- Work closely with systems leads and heads of service to lead and manage any necessary system and process changes. Produce 'user' process map documentation to support the implementation of these changes and develop robust reporting mechanisms and analysis.
- To interpret business process and system provider solutions to inform the data requirements and ensure appropriate testing has been completed to achieve required outcomes
- Proactively lead work across health and social care to facilitate the ongoing delivery of integration of data, reporting and analysis. Lead the development of integration data with other internal and external data sources, to provide insight.

- For any new system implementation, lead testing and provide assurance that all assessments and testing of reporting and data requirements have been completed satisfactorily prior to “Go Live”.

Programmes and Projects

- Establish work streams to support delivery of projects, and lead them through to delivery of outcomes, embedding learning into business as usual.
- Design and develop performance frameworks to enable the ongoing monitoring of outcomes against targets.
- Provide business intelligence and analysis support to Council programmes and projects as required, to support decision-making, delivery and also reporting to analyse their success. This includes the Council’s corporate change/transformation programmes and projects.
- Work with service areas and the corporate centre to deliver specific projects to ensure the continued development of arrangements for performance, data and insight.

Supplementary Accountabilities

- Ability to travel out of Swindon for regional and national meetings
- Contribute to the team’s wider work in the use of intelligence and performance analysis
- Contribute to the ongoing development of the team and wider Council Data Strategy.

Knowledge & Experience

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

- Experience of use of intelligence and research to improve performance in a public sector or related environment
- Strong analytical and intellectual and numerical problem solving abilities, including the ability to weigh arguments and substantiate judgements
- Proven ability to challenge and influence the thinking of others at all levels
- Strong awareness of the use of intelligence in a public sector context and the use of performance management to drive improvement
- Ability to use and explain statistical techniques to provide evidence to aid decision making
- Ability to handle conflict and to use negotiation and persuasion to effect a resolution
- Ability to develop an understanding of the essentials of unfamiliar areas of the Council’s work quickly
- Excellent organisational skills, including negotiating and prioritising many competing demands under significant time pressure
- Excellent oral and written communication skills with proven ability to distil, translate and communicate complex information accurately to a variety of audiences

- Innovative and able to recognise and develop the potential for doing things differently and better
- Good working knowledge of the issues facing public services in general and Swindon Borough Council in particular
- Experience of training and coaching others
- Proven project management skills and experience
- Strong data management skills and technical knowledge including database design and management
- Knowledge of information management processes and best practice
- Experience of undertaking research projects through interpreting complex information and presenting results both verbally and through written reports

Qualifications

- Educated to good degree level (or equivalent)
- Evidence of good performance in English and Maths (equivalent to at least GCSE grade B or above)

Decision Making

- Use professional insight to decide the priority performance and intelligence areas to highlight to senior stakeholders
- Draft proposals for senior decision makers. Formulate options for evaluation and performance , risk and other strategies and present appraisals of the recommended options for discussion
- Allocation of research and intelligence tasks to intelligence officers to harness and develop their skills and make sure that deadlines are met.
- Determine the approach to developing the Council's work on use of data and intelligence.

Creativity and Innovation

- Communicating complex analysis, research and evaluation information in a way which is accessible to a wide range of audiences
- Challenging established ways of working and existing procedures and developing innovative solutions to the Council's approach to use of intelligence
- Devising innovative approaches to engage staff and members in a better awareness of the use of evidence and intelligence
- Flexibility to meet the varying demands of the role.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed Four analysts (Grades N) One analyst (Grade M) Intelligence Lead (Grade Q)</p> <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Allocation of analysis and research tasks to intelligence officers. • Management of intelligence officer time to ensure reporting deadlines are met. 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>.</p> <p>None</p>
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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)*

- The post holder will work extensively with the Council's with Members, senior leaders and managers across the Council.

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:	