



## Role Profile

<b>Job Title:</b> Head of Data, Performance and Insight	<b>Role Profile Number:</b> P/A
<b>Grade:</b> U <b>Salary:</b> £60k	<b>Date Prepared:</b> 20 February 2020
<b>Directorate/Group:</b> Resources and Economy	<b>Reporting to:</b> Chief Operating Officer
<b>Structure Chart attached:</b>	Yes

### Job Purpose

This is a key role for Swindon Borough Council and the postholder will be responsible for providing members, officers and partners with key data, insight and performance information to support performance management and future strategic initiatives. The postholder will manage a multi-disciplinary team and will be responsible for ensuring that outputs from the team are of high quality and delivered to time and budget.

You will be responsible for developing and delivering the Council's data and analytics function, helping Swindon Borough Council to become a "data informed organisation". You will ensure an increase in the sophistication of analysis that Swindon can utilise so that the use of predictive analysis and behavioural insight becomes the norm. Underpinning this will be an organisation-wide data strategy that you will develop – working with officers from around the Council to develop the platform and tools to support its delivery.

### Key Accountabilities

- Support the delivery of the Council Plan and the Council's key strategic objectives through the development and maintenance of a strong strategic performance framework which offers a golden thread from the Council Plan through directorate and departmental business plans to individual performance plans
- In doing so, provide Corporate Management Team and individual directorates with performance information and analysis which enables them to make informed decisions as to the performance of the Council
- Ensure the Council is able to provide statutory information and returns where it is required to do so in the most efficient way possible

- Develop and support information sharing among key strategic partners to drive performance improvement across the public sector within Swindon
- Drive innovation in data sharing and data transparency to enable residents, partners, businesses and Council staff and members to self-serve real-time performance information
- Hold and maintain the Council's risk register and hold the Council to account for delivery of mitigating actions
- Build and lead an in-house team of experts to improve the use of data and insight to tackle organisational and borough issues and achieve our corporate vision
- Provide expertise relating to data and analytics to cross-cutting projects which seek to address significant long-term problems for the borough
- Provide the Council with insight as to future health, economic and social trends within its demography using analytical and problem solving techniques to break down issues into the "so what"
- Evaluate the impact of key strategic programmes so that learning is applied internally and externally
- Commission and deliver (as appropriate) residents and stakeholder surveys on behalf of the Council and lead on the coordination of the analysis of that insight
- Develop, champion and embed a behavioural insight focused methodology to service redesign within the council, supporting wider systems level change.
- Plan and manage a range of behavioural insights activities (including research and randomised control trials) with high levels of complexity, helping seed, accelerate and embed change whilst ensuring the organisation is brought along the journey.
- Provide leadership and expertise to the council and partners, co-ordinating the sharing of best practice and promoting a culture of continuous improvement and innovation.
- Inspire, influence and support colleagues within the council and partners to transform public services, advising on best practice and championing innovative approaches.

### **Knowledge & Experience**

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

- Demonstrable experience of working successfully in a strategic planning or data/insight leadership role in local government or other complex organisation
- Significant experience of managing a multi-disciplinary team
- Proven ability to challenge and influence thinking of senior stakeholders to achieve ownership and buy in to initiatives and management tools
- Proven ability to inspire trust and successfully influence and persuade Members and senior managers within a large multi-function organisation
- Experience of working strategically and effectively with a range of stakeholders including senior management up to Corporate Board level, Members and partners

- Strong strategic planning and 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 pressure
- Good working knowledge of the issues facing public services in general and this Council in particular
- Innovative and able to recognise and develop the potential for doing things differently and better.

### **Qualifications**

- Educated to degree level or significant experience in a similar role and organisation

### **Contacts and Relationships**

Key relationships for the postholder will be with Cabinet Members, CMT members, Heads of Service and senior officers from partner organisations across Swindon and the wider South West region.

May be required to represent the Council at key policy and performance forums such as South East Strategic Leaders policy forum and other such umbrella organisations.

### **Values and Behaviours**

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, this means in our work we are:

#### **Connected: We put Swindon and its people at the heart of everything we do.**

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

#### **Resilient: We are forward thinking and work smart**

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

#### **Brave: We respect and work together with our colleagues and customers to achieve success**

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

<b>Employee Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	
<b>Line Managers Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	