

## Job title: Senior Business Intelligence Analyst

## Role Profile



**Service:** Performance Service (Governance & Community Strategy Directorate)  
**Grade:** Band 9  
**Reporting to:** Sarah Haugeberg  
**Responsible for:** NA

### We Have

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors are embarking on a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

***Our vision: Working together to build the best future for all our communities / everyone in Trafford.***

Our vision is about giving people in Trafford greater choice about where they live; to build and sustain in thriving communities; and to develop areas which we can all take pride in. It's about people living healthily; receiving care when they need it and having access to our green spaces with great transport links across the borough.



### Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough; we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our 'EPIC' values.

**At Trafford Council we are 'EPIC'**

**We EMPOWER** – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

**We are PEOPLE CENTRED** – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

**We are INCLUSIVE** – We are committed to creating an environment that values and respects the diversity and richness differences bring

**We COLLABORATE** – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

## A day in the life

'A day in the life' section of this Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'you have' section explores what qualifications, experience, skills and knowledge you will need to be successful in the role.

We are a values based organisation, so reflecting our values in your evidence will support your application.

### Your Main Priorities

- Contribute to a successful, efficient and effective intelligence and performance function supporting decision-makers to understand how much and how well services are doing and what difference they are making to service users, customers, citizens and communities in Trafford.
- Support the delivery of a high quality data, intelligence and analytical offer to the Council and Partners to enable evidence and insight-led decision making.
- Develop reporting and visualisations to support the development and delivery of the Council's Business Intelligence approach, with a specific focus on Children's Services LiquidLogic data.

### Key duties

- Provide high level technical support and advanced expertise to support the overall development, design and maintenance of the councils data.
- Take a technical lead in understanding and mapping complex business processes across council services (e.g. Children's Services) and developing the data requirements for services and making systems developments to meet the services requirements.
- Provide advanced analytics to identify transformation opportunities for prevention or targeted services
- Develop internal business intelligence reports - including interactive business intelligence reports, strategic management reports and ad hoc reports - on a prioritised basis.
- Contribute to the development the organisation's central data repository to ensure that there is a complete and up-to-date suite of statutory and locally-determined performance indicators that support the management of services, improvement planning, statutory reporting and contractual compliance.

- Carry out data modelling and build scenarios to allow decision support.
- Developing performance dashboards to ensure that a high quality and high value analytical function is provided to support an intelligence and insight driven decisions.
- Take a lead role in implementing any system developments, upgrades and changes to reporting databases.
- Ensure that corporate and statutory requirements are complied with in relation to information governance, statutory returns and performance management, whilst encouraging and enabling a focus on impact, outcomes and value for money.
- Provide expert analysis and evaluation of business processes and systems and make clear recommendations for improvement to maximise operational effectiveness, efficiency and productivity.
- Liaising with end users throughout to inform design, build, testing, sign off and training for the roll out of new reports.
- Maintain relationships with partner agencies to create and share performance information and develop intelligence about unmet needs, future demands and service effectiveness.
- Actively support local Performance Boards to ensure there is robust internal scrutiny of performance information and quality assurance activity, and appropriate actions are identified and taken to improve performance.
- Undertake any other duties, commensurate with grade that may arise, as required.

## You Have

### Qualifications and Professional Development

- Educated to degree level which includes a strong analytical component (e.g. Statistics, Computer Science) or equivalent experience.
- Evidence of continued professional development.

### Experience and Knowledge

- Experience of working collaboratively and in partnership with a variety of internal and external colleagues and

### Skills and Abilities

- Strong technical skills in accessing, extracting, transforming and linking/matching data.
- Highly developed verbal and written skills to communicate findings, insights and recommendations to diverse audiences using appropriate methods and plain language.
- Skills in working in a sensitive and appropriate manner with political awareness to help people understand and use data, intelligence and insights.
- Ability to review, reflect and use learning to inform future

<p>stakeholders to deliver improved outcomes.</p> <ul style="list-style-type: none"> <li>• Experience of forward looking analytics (e.g. forecasting, projecting, predictive modelling).</li> <li>• Experience and skills in Microsoft Excel, Business Objects and SQL to automate reports.</li> <li>• Experience and skills in selecting and utilising appropriate data visualisation techniques.</li> <li>• Experience and skills in utilising technology to develop automated and repeatable outputs/products where necessary.</li> <li>• Ideally candidate would have experience using statistical computing and graphics using open source software such as R or Python.</li> <li>• Experience of using Tableau, PowerBI, Qlik or equivalent is essential to help build complex visualisations.</li> <li>• Knowledge and experience of appropriate methods of quantitative and qualitative data collection/ capture, storage, quality, standards and information governance.</li> <li>• Knowledge and experience of undertaking appropriate analyses and statistical tests for different types of data, interpreting the results and drawing conclusions.</li> </ul>	<p>work and embed continuous improvement.</p> <ul style="list-style-type: none"> <li>• Ability to work autonomously using high levels of initiative with minimal supervision to schedule and manage the delivery of a complex, time-critical and unpredictable workload.</li> </ul>
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Date prepared/revised: August 2019

Prepared/revised by: SH/TS

### **Health and Safety**

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

### **Equalities & Diversity**

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

### **Customer Care**

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery. To recognise the value of its people as a resource.

### **Training and Development**

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

### **Policy**

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

### **Information Governance**

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.