

## Role profile

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|---------------------|------------------------|------------------|----------------|
| <b>Job Title:</b>   | Corporate Data Analyst | <b>Grade:</b>    | 11             |
| <b>Department:</b>  | Strategy and Change    | <b>Post no:</b>  | 52323          |
| <b>Directorate:</b> | Chief Executive's      | <b>Location:</b> | Perceval House |

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| <b>Role reports to:</b>                                                                                                                                                                                       | Head of Research and Insight                            |
| <b>Direct Reports:</b>                                                                                                                                                                                        | None                                                    |
| <b>Indirect Reports:</b>                                                                                                                                                                                      | Teams within the function, project teams, support staff |
| <i>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.</i> |                                                         |

## Job description

### Purpose of role

- Act as a lead in helping the organisation create business and user value from data, using analytical techniques to derive insights and opportunities to improve.
- Use a range of languages, tools and software products to develop visualisations and reports which help services to improve.
- Work in partnership with services to help them understand, manipulate and link their data, taking responsibility for improving data quality and accessibility.
- Contribute to service-specific and organisation-wide innovation projects to help improve the quality and timeliness of decisions and help us better understand resident need.
- Lead the use and adoption of the best of modern data technologies and platforms, including ongoing investigation and research into emerging technology. Support an evidence-based decision-making culture in the organisation through championing data analysis, research, evaluation and continuous improvement.

### Key accountabilities

- Select and apply appropriate and innovative analytical techniques to the organisational and external data to create information that supports and enhances strategy development, business decision-making and service delivery.
- Work across the organisation to understand the need for better data, both in

terms of corporate performance and external service performance. Work with services to help them plan roadmaps for better use of data, including extracting data from systems, building reports, insights and dashboards, and helping services interpret the data we gather.

- Lead independent analytical projects, working with other data professionals to suggest where data extracts, feeds or streams would help to build insight. Translate these insights into a variety of visual, clear reports which help the organisation make better, quicker decisions.
- Summarise and present data and conclusions in the most appropriate format for users using textual, numeric, graphical and other visualisation methods appropriate to the target audience.
- Interpret and identify patterns in data for a range of audiences, helping them understand potential conclusions and opportunities. Present confidently on your findings, suggesting next steps.
- Provide comprehensive data and analysis to define need, provide business analysis and support continuous improvement within the organisation.
- Provide advice on the transformation of information from one format / medium to another and manipulate specific data from a variety of sources, to satisfy local or specific information needs.
- Work independently to create reports, insights and analytical experiments to help the organisation develop its understanding of resident needs and opportunities to improve
- Create data dashboards, graphs and visualisations as needed to meet user needs, including suggesting new designs and iterating on existing data services

### **Key performance indicators**

- Reporting and analysis that supports the council to deliver value for money through more targeted /informed activity.
- Levels of customer satisfaction as measured by customer feedback
- Compliance with corporate standards (measured by recorded exceptions)
- Delivery of projects to time, cost, quality
- Demonstration of council values and behaviours
- Products that meet stakeholder requirements

### **Key relationships (internal and external)**

- Strategy and Change colleagues, as well as those in other parts of the organisation
- External organisations and partners such as the NHS Borough-Based partnership, Office for National Statistics, the Greater London Authority, and the London Office of Technology and Innovation
- External providers/consultancies

- Local Government networks and employer bodies
- Councillors

### Authority level

- Representing the Head of Research and Insight and the Strategy and Change department in dealings with services, Strategic Leadership Team, Ealing Leadership Team, Members and other stakeholders
- Interpreting and determining matters of policy related to data analytics, performance and service improvement
- Contributing to the council's strategy and policy development through effective data analytics and performance management analysis and input
- Advising on solutions to data analytics, performance management and service improvement matters

### Additional Requirements

- Any other duties appropriate to the post and grade

## Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

***(Applicants are required to address the points marked with an asterisk \* in their supporting statement when applying. Some or all of these criteria will also be used for shortlisting at the applications stage).***

### Essential knowledge, skills and abilities

1. \*Expert in understanding and applying a range of modern tools and techniques to analyse data
2. \*Advanced level analytical and evaluation skills, understanding of quantitative analysis techniques, forecasting methodologies and the ability to research, understand and interpret written and statistical information
3. \*Applied understanding of large and complex datasets, including how to clean and link data
4. \*Proficiency in modern visualisation tools such as PowerBI and/or Tableau
5. \*Skilled in persuading, influencing and enthusing others at a local, regional and national level about data and analytics
6. \*Ability to build positive relationships with a range of both internal and external

stakeholders

7. \*Can write and communicate about highly technical topics, translating as needed to make sure everyone understands your findings, including building data visualisations and dashboards
8. \*Ability to think creatively about the use and meaning of data patterns and insights
9. Proficient in understanding and using a range of modern software that enables the user to create, populate and manipulate data structures
10. Excellent skills in querying and reporting on datasets through modern tools such as R, Python etc, including creating dashboards and visualisations
11. Ability to extract, clean, link, enhance and model data sets in a variety of software packages in a timely, effective and clear way
12. Understanding of information governance principles
13. Understanding of how data impacts business performance
14. Understanding of corporate, industry and professional standards, policies, regulations, compliance and codes of conduct associated with the role
15. Excellent mathematical and statistical skills and the ability to apply them to large, complex and messy data sets
16. Ability to interpret large and complex data sets, present them simply to stakeholders, and building visualisations/reports which help others to understand them
17. Excellent skills in using data analysis to answer specific business problems, applying a variety of techniques as needed
18. Ability to take ownership and responsibility for own work, prioritising and organising work effectively and to operate as part of a team

### **Essential qualification(s) and experience**

19. \*Track record of using data analytics solutions to deliver measurable improvements in service delivery and to meet business objectives
20. \*Evidence of continuous professional development
21. A degree or other relevant professional qualification and / or professional experience and evidence of relevant training and development
22. Substantial experience of working in data and analysis in a local authority or related field.
23. Experience of working in cross-functional teams on shared projects, products and goals, including defining and tracking service metrics

## Values and behaviours

| Improved life for residents                                                                                                                                                                                                                                                                     | Trustworthy                                                                                                                                                   | Collaborative                                                                                                                                                                                                                                                                                    | Innovative                                                                                                                                                                                                                                                                         | Accountable                                                                                                                                                                                                                            |
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| <ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place</li> <li>• Can see and appreciate things from a resident point of view</li> <li>• Understands what people want and need</li> <li>• Encourages change to tackle underlying causes or issues</li> </ul> | <ul style="list-style-type: none"> <li>• Does what they say they will do on time</li> <li>• Is open and honest</li> <li>• Treats all people fairly</li> </ul> | <ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships</li> <li>• Offers to share knowledge and ideas</li> <li>• Challenges constructively and respectfully listens to feedback</li> <li>• Overcomes barriers to develop our outcomes for residents</li> </ul> | <ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost</li> <li>• Brings in ideas from outside to improve performance</li> <li>• Takes calculated risks to improve outcomes</li> <li>• Learns from mistakes and failures</li> </ul> | <ul style="list-style-type: none"> <li>• Encourages all stakeholders to participate in decision making</li> <li>• Makes things happen</li> <li>• Acts on feedback to improve performance</li> <li>• Works to high standards</li> </ul> |