

# 

|  |  |
| --- | --- |
| Job Description | |
| **Job title:** | **Data Analyst** |
| **Service and team:** | Strategy and Performance |
| **Band:**  **Post number:** | Band 6  P10599 |
| **Reporting to:** | Corporate Strategy and Performance Manager |
| **Responsible for:** | N/A |
| Our Organisational Values | |
| **Collaboration**  A black background with a black square  Description automatically generated with medium confidence | We know, work with and support one another. |
| **Wellbeing** | We look after our own and others’ wellbeing. |
| **Trusted** | We abide by the Nolan principles of public life. |
| **Value for Money** | We spend public money wisely and carefully. |
| **Professionalism** | We provide professional advice and excellent service, we know our local areas and understand the communities we serve. |
| Principal purpose of the team and role | |
| **The Strategy and Performance team is responsible for developing strategic plans, monitoring risk and performance, and ensuring that the council's activities align with our long-term goals and the needs of our communities through evidence led policy making and strategic planning.**  **In this role you will be at the leading edge of utilising and improving the council’s data capability, ensuring evidence led decision making. In working closely with colleagues in the Policy Team, you will design and operate systems for the collection, analysis and reporting of data, providing a sound evidence basis for decision making and policy design. We are particularly keen to improve our business intelligence capability, and this role will play a key part in this.**  **The council is in partnership with Waverley Borough Council and this role will have the opportunity to collaborate with Waverley colleagues in improving practice at both councils.** | |
| ****Areas of accountability**** | |
| * Take a leading role in introducing improvements to the council’s data and analytical capability, including through use of business intelligence tools (PowerBI). * Ensure that services and decision makers are equipped with data, evidence and insight to inform decision making and evaluate impact. * Work collaboratively across the organisation and with external partners to gather evidence/intelligence, developing insight and analysing an evidence base and benchmarking to inform strategy, policy, and performance. * Lead by example in modelling the council’s values and behaviours, working collaboratively to deliver the council’s objectives and priorities to help build a well-managed and resilient organisation and develop our reputation as a successful council delivering great value for its residents. | |
| Main duties and responsibilities | |
| **Key duties include:**   * Lead the delivery of data insights, analysis, modelling and forecasting in supporting activities that drive the development and implementation of corporate policies and strategies. * Proactively collate, validate and analyse large data sets gathered from multiple sources (internal and external), drawing out actionable insight to aid policy development and decision making. * Lead in introducing improvements to the council’s business intelligence and data visualisation capability, developing insightful performance reports that demonstrate key trends and drivers from a range of internal systems and external data sources. * Enhance and streamline the Council's reporting processes to support evidence-based decision making, ensuring timely and accurate delivery of insights to stakeholders. * Work collaboratively with services across the council to drive improvements in data capability and culture. * Create a comprehensive data maturity assessment framework tailored to the council’s needs and wider strategic objectives. Ensure alignment with key data and consumer standards as necessary. * Define key metrics and benchmarks to evaluate data maturity across various dimensions (e.g., data quality, governance, analytics capabilities, interoperability, etc.). * Lead on the implementation of data maturity assessments across the council, initially focusing on areas of greatest potential benefit. * In collaboration with colleagues from across the council, design and implement a robust data strategy and associated delivery plan that supports the council’s strategic objectives and wider efforts concerning data and digital transformation. * Adhere to the principles of data protection and information governance. | |
| Dimensions of the team role | |
| [Corporate Strategy 2024-2034 - Guildford Borough Council](https://www.guildford.gov.uk/corporatestrategy) | |
| Customers and Contacts | |
| Internal   * Senior Council officers * All council services and teams * Elected members   External   * Stakeholders and organisations operating within the borough | |
| Service/Team Structure | |
|  | |

**PERSON SPECIFICATION**

Candidates must be able to demonstrate, giving examples, **all essential criteria** marked as A, A/C or A/I within their application form to be shortlisted for this role.

**How assessed**

A = Application CV/Personal Statement

C = Certificates/professional Registration

D = DBS police check

E = Exercise

I = Interview

M = Medical assessment

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Essential criteria | How Assessed | Desirable criteria | How Assessed |
| **Qualifications** | * Educated to degree level or equivalent experience in data analytics, statistics, social research etc. | **A,C** | * A data analysis qualification and/or certification in tools such as PowerBI, SQL, DAX etc. |  |
| **Knowledge** | * A strong, practical understanding of how to leverage data for decision-making, including the ability to use data analytics tools and methodologies to derive actionable insight. * Extensive knowledge of data analysis techniques, including statistical analysis, predictive modelling, and forecasting. * Ability to interpret complex data sets with a variety of toolsets, and draw actionable insights to support policy development and decision-making, operationally and strategically. * Proficiency in managing large data sets from multiple sources, ensuring data integrity, validation, and accuracy. * Expertise in business intelligence tools and data visualisation techniques. Ability to develop insightful performance reports and dashboards that highlight key trends and drivers. * Strong understanding of reporting processes and evidence-based decision-making. Ability to enhance and streamline reporting mechanisms to ensure timely and accurate delivery of insights to stakeholders. * Knowledge of data maturity assessment frameworks and methodologies. Ability to define key metrics and benchmarks to evaluate data maturity across various dimensions such as data quality, governance, and analytics capabilities. * Comprehensive knowledge of data protection principles and information governance standards. Ability to ensure compliance with relevant regulations and best practices. | **A, E, I** | * Familiarity with data warehousing, ETL processes, and data governance principles. | **A, E,I** |
| **Experience** | * Proven experience in a data analyst role. * Experience in developing and deploying business intelligence and data visualisation solutions, including interactive dashboards using tools such as PowerBI. * Experience in designing and implementing data strategies that align with organisational objectives and support digital transformation efforts. * Experience in conveying complex information to various audiences, including the public, senior officers and elected members. |  | * Experience in a data analyst role in the public sector. |  |
| Skills | | | | |
| Technical skills | * Strong proficiency in data analysis tools and software such as SQL, Python, R, MS Excel. * Experience with business intelligence platforms like Power BI, Tableau, or similar. * Ability to analyse and interpret geospatial data using GIS (Geographic Information Systems) tools. * Ability to integrate geospatial data into data analysis projects. |  |  |  |
| Communication skills | * Ability to work collaboratively with various services across the council to drive improvements in data capability and culture. * Strong communication skills to convey insight and recommendations. * Strong interpersonal skills |  |  |  |
| Team Working skills | * Ability to work well in teams in matrix environments. |  |  |  |
| Customer Service skills | * Provide an exceptional data function, supporting all council services as well as elected members. * Be a trusted advisor to senior officers and the organisational leadership. |  |  |  |
| Organisational skills | * Self-motivated, enthusiastic, ability to work with minimal supervision * Proven ability to manage workload efficiently and effectively deliver projects and tasks according to requirements |  |  |  |
|  | • A commitment to equality and diversity   * Evidence of continued professional and personal development. |  |  |  |

**Behavioural competencies**

|  |  |
| --- | --- |
| This section details the level of competency required to carry out this role (please see below for an overview of the framework and refer to the full [Organisational Culture Framework - Guildford Borough Council Intranet](https://intranet.guildford.gov.uk/article/23312/Organisational-Culture-Framework) for clarification where needed). | **Level** |
| Embraces change | 3 |
| Innovation and creative thinking | 2 |
| Effective communication | 3 |
| Customer focus | 3 |
| Problem solving and decision making | 3 |
| Focus on efficiency | 2 |
| Performance and learning | 2 |
| Team working | 3 |
| Builds relationships | 3 |
| Commitment to the organisation | 3 |

|  |  |  |  |
| --- | --- | --- | --- |
| Reviewed By: |  | Date: |  |
| Checked in: |  | Date: |  |
| Last Updated: |  | Date: |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Guildford Borough Council behavioural competencies** | | | | | |
| **Cluster** | **Transformation** Forward looking. The focus on our ability to respond to ever changing needs of our customers and bring about new ideas to ensure value for money. | | **Delivering excellence** Efficiently run. The focus on the values and behaviours (in addition to internal systems) that ensures efficiency and effectiveness at every level across the Council. | | **Our people** To ensure that individuals at all levels of the organisation are supported, committed and engaged in the pursuit of our mission and work in a collaborative manner to fulfil our objectives. | |
| **Values** | **Challenge ourselves**  We strive to improve what we do by seeking out new ways of working, encouraging innovation and enabling change. | | **Customer care**  We put the customer at the heart of what we do by engaging in clear, honest, and meaningful communications to deliver professional services shaped around their needs. | **Quality focus** With customer insight, we provide high-quality services and find ways to improve. We aim to get things right first time, drive out waste and exceed expectations whenever possible. | **Organisational learning** We strive to create a work environment where everyone is valued, trusted, and supported. We encourage and facilitate growth and learning at individual, team, and organisational levels. | **One Council** We work together collaboratively, recognising that we are one organisation, working to achieve a common mission. |
| **Behavioural competencies** | **Embraces change** Has a positive attitude to change, adapts to meet new challenges, and introduces changes to improve organisational performance. | **Innovation and creative thinking** Proactively generates and develops innovative ideas, opportunities or improvements in order to meet organisational objectives more efficiently and effectively. | **Customer focus** Puts the customer first, builds effective relationships and seeks feedback to address their needs. | **Problem solving and decision making** Understands and analyses issues in order to identify the most appropriate solutions. Makes effective decisions based on thorough analysis and the needs of the organisation. | **Performance and learning** Demonstrates personal commitment to meet agreed performance standards and objectives. Learns from experience and takes responsibility for identifying and addressing personal development needs. | **Team working** Proactively cooperates and interacts with colleagues, internal and external partners across the Council. Encourages others to develop a collaborative approach to share information, knowledge, and ideas. |
| **Effective communication** Communicates effectively. Uses communication methods and standards, together with well-reasoned arguments to convince and persuade where necessary. | | **Focus on efficiency** Meets or exceeds the Council’s standards by monitoring the quality of own work, team or service delivery. Continually looks for areas of improvement to ensure efficiency, effectiveness, and value for money. | | **Builds relationships** Presents a professional image; uses interpersonal skills to form positive and productive working relationships within and beyond the organisation. | **Commitment to the organisation** Consistently supports and demonstrates an understanding of and commitment to the Council’s vision and values. Acts with integrity and accountability. |

This page is left intentionally blank