**SEFTON METROPOLITAN BOROUGH COUNCIL**

JOB DESCRIPTION

**Department**: Strategic Support – Performance & Business Intelligence

**Location**: Magdalen House

**Post**: Performance Manager

**Grade**: Grade K

**Accountable to: Service Manager: Business Intelligence & Performance**

**Accountable for:** Advising and supporting others to perform in-depth data analysis, and to produce detailed and concise written performance reports, to get the greatest insight from the Council’s data and to inform strategic decisions.

# **JOB PURPOSE**

The Performance Manager is responsible for supporting Sefton Council’s strategic and operational leaders in the planning, management, and provision of services gathering, analysing, and reporting quantitative and qualitative intelligence and performance information.

# **MAIN DUTIES**

1. Responsible for the oversight, development, and implementation of an effective Performance Management Framework and underpinning operating processes to ensure service delivery meets agreed performance standards.
2. Lead responsibility for providing appropriate performance reporting to all levels including Integrated Boards, Executive and Senior Management Teams, and Operational Service colleagues and Partners.
3. Lead responsibility for developing Performance Metrics, Scorecards and Dashboards, reports and presentations.
4. Provide expert knowledge to service leaders on quality standards, operational targets, and performance measurement and improvement methodologies.
5. Support the flow of performance information from strategic objectives and annual planning priorities, through sub-directorate structures to service level by meeting with Heads of Service, Service Managers and Operational Teams to monitor and evaluate performance and progress against key performance indicators (KPIs), and annual delivery plans using a range of data and intelligence.
6. Support services to report accurately, concisely, and predictively on areas of highlight including proactive identification to manage service-specific performance with appropriate linkage to SMT and Locality Managers. This could also include Council-wide performance such as sickness absence and statutory and mandatory training compliance.
7. Support Community Planning Partners with the development and monitoring of performance indicators to improve the health and wellbeing of local communities and reduce health inequalities using population demographic intelligence to inform evidence-based priority setting.
8. Provide market intelligence and data that will inform commissioning intentions and contracting performance.
9. Monitor audit activities as part of the planning role when considering improvements to a particular service area or function, to include the monitoring and implementation of associated findings, actions, or improvements.
10. Promote a consistent approach to performance management across all levels of the Council.

Performance Monitoring, Analysis and Reporting

1. The Performance Manager will act as a conduit to bring together information, build relationships, and enhance governance structures by promoting the benefits of an evidence-based approach to decision-making.
2. Produce high-quality, balanced quantitative and qualitative performance reports including but not limited to Joint Boards, Council Committees, papers for external audiences and ad hoc briefings. This will include analysis of intelligence data and information to chart improvement and support evaluation and continuous performance improvement.
3. Present performance information and reports to a wide variety of audiences at internal and external meetings.
4. Lead services in the development of meaningful key performance indicators and quality measures, setting targets and establishing baselines based on quantitative trend analysis. This will include advising how data can be effectively and efficiently collected within agreed projects to enable effective reporting; and working closely with information professionals where appropriate on the development of performance datasets.
5. Provide data, information, and status reports for a range of internal and external scrutiny and inspections.
6. Support operational managers to understand their performance relative to national and local performance priorities and objectives, alerting teams to trends and shifts in performance and enabling early intervention in areas of concern.
7. Develop and maintain robust documentation on all processes and reporting undertaken within the department by the members of the performance team.
8. Supervise others across the team in producing and delivering accurate management information and business intelligence, overseeing the gathering, analysing, and imparting of timely and accurate data, information, intelligence, and insight, responding swiftly and efficiently to both planned and ad-hoc information requests from internal Council departments, key partner agencies and external organisations, and adjusting priorities to meet changing organisational needs.
9. Lead on data analysis projects, the interpretation and reporting of complex data using the most appropriate analytical techniques, supporting others, and developing the capability and capacity within the Council’s Performance and Business Intelligence Team.

Strategic Performance Monitoring and Development

1. Lead responsibility for planning and performance expertise to support Directors and wider Senior Management Teams with organisational performance planning, including the development of strategies and service plans.
2. Advise on strategic policy developments, along with reviewing and ensuring effective performance implementation and representation within Council and Partnership Plans and Services.
3. Build relationships with key stakeholder teams Business Intelligence, ICT Client, Information Governance, Communications, Public Affairs, Governance, Finance and Workforce among others) to strengthen the Council’s Performance Framework and promote co-production of projects, reports and commentary to inform integrated decision-making.
4. Support and manage ad hoc performance improvement projects with stakeholders.
5. The post holder will be required to provide training in their speciality on a regular basis to ensure there is a broader understanding of the role and function of planning, performance, and compliance within the Council.
6. Perform other delegated duties on behalf of the Performance & Business Intelligence Service Manager as required.

## ORGANISATION CHART

**SPECIAL CONDITIONS**

See attached chart

**QUALIFICATIONS AND EXPERIENCE.**

See attached Person Specification

**SPECIAL CONDITIONS (if applicable)**

The post holder will deal with data of a confidential and sensitive nature. They must maintain confidentiality and the trust of the data providers always.

The post holder will be the subject of Government vetting including BPSS (Baseline Personnel Security Standard), which is the required level of screening for any individuals working with or on behalf of a government department that allows the holder to access confidential information.

Occasional out-of-hours work may be required.

**GENERAL**:

The post holder will be expected to comply with, observe and promote the Equal Opportunities policy of the Council.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems and to promote appropriate improvements where necessary.

This job description is a representative document. Other reasonably similar duties may be allocated from time to time, commensurate with the general character of the post and its grading.

**Prepared by:**

**Name:** Roger Robinson

**Designation: Service Manager: Business Intelligence & Performance**

**Date**: April 2025

**PERSON SPECIFICATION**

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| --- | --- |
| **Post:**  Performance Manager | **Department:** Performance & Business Intelligence |

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| --- | --- |
| **Personal Attributes Required** | **Essential (E) or**  **Desirable (D)** |
| **Qualifications**  Educated to degree level or equivalent experience  Post Degree Qualification / Member of Professional Body | E  D |
| **Experience** |  |
| Experience in the use of the Microsoft Azure Data Warehouse technology stack including T-SQL, Azure SQL Database, Azure Data Factory, and Microsoft Power BI.  Leading, and supporting others to produce and deliver timely and accurate business intelligence in a senior role.  Extensive knowledge of Local Authority Children’s Services, Education, Public Health, Communities or Adult Social Care services in the context of data analysis.  A proven track record of experience and achievement in performance management and evaluation.  Analysis, interpretation, and reporting of complex data using appropriate advanced analytical techniques and statistics.  Thorough understanding of the statutory and regulatory framework within the range and responsibilities of the role.  Conducting research and needs assessments and creating professional written reports.  Ability to demonstrate integrity, effective leadership qualities and management skills with the ability to plan, manage and monitor workloads, balance conflicting priorities and meet deadlines.  Highly motivated with excellent communication and negotiation skills at all levels, and the ability to lead and motivate others.  Exceptional organisational, analytical, and problem-solving skills, with the ability to operate effectively under pressure.  Confident and decisive, demonstrating sound judgement and diplomacy.  Occasional travel for local and national meetings.  Managing complex data cleansing, data analysis, data visualisation or machine learning projects.  Development of partnership working and engagement across organizations and sectors. | E  E  E  E  E  E  E    E  E  E  D  D  D |
| Ability, Skills & Knowledge |  |
| Excellent IT skills  Excellent communication skills; written and verbal; able to communicate effectively at all levels within the organisation and with external bodies and to present complex information to a variety of audiences.  Highly numerate and literate with exceptional attention to detail and accuracy.  Ability to operate effectively with a high volume and sensitive workload, delivering to expectation and deadlines, responding, and reacting positively to situations when working under pressure.  Knowledge of the Data Protection Act and how to apply it in respect of data processing.  Ability to collaborate effectively and work flexibly within and across different services and topic areas.  Expert working knowledge of T-SQL, Power BI and Excel for data collating, analysis, and reporting or equivalents.  Programme and project management skills.  Knowledge of automation, machine learning and AI in data analysis and reporting. | E  E  E  E  E  E  E  D  D |
| **Personal Style and Behaviour** |  |
| Act as a role model to peers and demonstrate leadership.  An inclusive team worker, able to work with others and in a collaborative manner with respect and consideration for the skills of others.  Constructively challenge inappropriate behaviour and use of information when necessary.  Self-motivated, proactive, optimistic, and enthusiastic with the ability to respond to challenge and not to be discouraged. | E  E  E  E |