



Senior Analyst

Service	Reporting to	Location	Grade
Digital, Data and Technology	Data Analytics and Insight Manager	Swinton Civic Centre / Hybrid	4C

About the role

About the team

The Data Analytics and Insight Team helps Salford City Council and its partners make better decisions through the effective, ethical and intelligent use of data. We design, build and run the data platforms, analytics and insights that support services to delivery services, improve outcomes for residents, make best use of resources and manage risk. We work across the whole data lifecycle – from collection and engineering, through analysis and modelling, to insight, reporting and decision support – always aligned to the council's priorities and values.

Our operating model sees each of the councils' directorates supported by a small team of analysts to provide the strategic and operational insights required to help develop and deliver their services. As a Senior Data Analyst in the Data Analytics and Insight Team you will support one of the council's directorates to plan and scope projects that deliver the analysis and identify the insights required to support with service delivery.

Providing Data Analysis and Insight

- Oversee the conversion of data into actionable insights that address business problems identified by stakeholders and support decision-making.
- Produce trend analysis, benchmarking and performance frameworks.
- Produce forecasting using appropriate models and tools that inform strategic planning.
- Oversee the development of dashboards using appropriate business intelligence tools.
- Produce spatial analysis using appropriate geo-spatial tools.
- Produce thematic analysis to support service transformation and improvement.
- Prepare and deliver presentations of analysis to a wide range of audiences
- Support internal stakeholders with managing the quality of their data.
- Use AI tools to support with research, analysis and forecasting.
- Contribute to and promote open data.

Extract, Transform and Model data

- Identify, extract and transform raw data into actionable insights using data extraction tools and contemporary coding languages.
- Identify, collect, and integrate data from a wide range of sources using database connections, APIs and real-time data streams.
- Reverse engineer data sources in order to model datasets to that will produce insights.

Supporting the development of our Data Architecture

- Work with cloud based tools and applications in our data platform
- Support with the maintenance of and access to dashboards, Apps, Semantic models
- Work with digital portfolio teams to ensure the council's systems are configured to capture the data required to produced actionable insights and comply with regulatory requirements.
- Work with the data platform team to develop and enhance the council's data infrastructure.
- Drive automation and process improvement using data automation tools.

Supporting the delivery of an innovative data and insight service

- Scope, plan and deliver projects.
- Prioritise and allocate work requests and projects.
- Mentor, manage, coach, and develop the teams Data Analysts
- Quality assure data products produced by the team.
- Deputise for the Data Analytics and Insight Manager as needed.
- Champion a data-first mindset, embedding analytics into everyday decision-making.
- Contribute to the development of the Data Analytics and Insight business plan
- Support the delivery of the council's data strategy.
- Stay abreast of emerging trends in data analytics, AI, and digital transformation.
- Keep up to date with national and local data requirements for local government.
- Represent the council at relevant boards, meetings, and working groups.
- Document and review processes, procedures and methodologies.
- Work in an agile development environment supported by strong project management.
- Support a culture of continuous improvement and innovation.
- Work towards obtaining any training or accreditation relevant to the role.

Customer and partner engagement

- Manage relationship with customers and partners
- Main contact for data and insight for one of the council's directorates, providing professional advice and working collaboratively to identify the data and insights they need to effectively plan, develop and deliver their services.
- Develop a comprehensive understanding of the strategies, policies, and data requirements of internal stakeholders.
- Collaborate with customers to enhance data literacy and data quality.
- Support with training and workshops on data tools, analytics, and digital skills.

Data governance and legal compliance

- Provide the data required to support the council with any regulatory and inspection processes such as those carried out by OfSTED and the Care Quality Commission.
- Oversee the delivery the council's statutory returns for government departments and regulatory bodies.
- Comply with GDPR, data protection, and ethical standards.
- Co-ordinate the completion and review of Data Protection Impact Assessments
- Provide responses to Freedom of Information requests.

Key outcomes

- A high-performing, knowledgeable team delivering expert data advice and innovative analytics solutions.
- Production of analysis and insights for stakeholders that support with service delivery, improving outcomes for residents, make best use of resources and manage risk.
- Production of high-quality data visualizations, advanced analytics, and data science products that drive service improvement and resident outcomes.
- Maximized, ethical use of data to improve efficiency, customer satisfaction, and risk management.
- Support for statutory and inspection requirements through robust data processes.
- Advancement of the council's data architecture via automation and cloud-based technologies.
- Strong, positive relationships with stakeholders.

- Recognition for excellence and innovation in data analytics and insight, both internally and externally.

What we need from you

Analytical Skills

- Proven experience in developing performance management frameworks.
- Proven experience of undertaking benchmarking analysis
- Excellent analytical skills including statistical analysis and forecasting
- Advanced experience of working with cloud-based data platforms such as AWS, Databricks and Microsoft Fabric.
- Excellent communication skills with the ability to translate complex data into clear, actionable insights for diverse audiences.
- Advanced data visualisation, storytelling and presentation skills.
- Ability to investigate and research solutions to problems
- Ability to handle problems that are of an ambiguous nature.

Technical Skills

- Proven experience of writing technical specifications.
- Advanced expertise in business intelligence tools such as Power BI, Tableau, or Qlikview.
- Advanced expertise in coding languages such as SQL, Python, or DAX,
- Advanced expertise in geo-spatial applications such as ArcGIS, QGIS or MapInfo
- Advanced expertise in automating dataflows using tools such as Power Automate or Alteryx
- Excellent understanding of relational database structures
- Excellent knowledge of data protection, privacy, and ethical use of data.

Business Planning and Stakeholder Management Skills

- Proven experience of mentoring, managing, and developing people.
- Proven experience of managing stakeholders and prioritising work requests.
- Strong project management skills.
- Experience of working in an agile product development environment
- Ability to work collaboratively with colleagues.

Interpersonal Skills

- Passion for leveraging data for public benefit
- Curious and inquisitive about data.

- Commitment to continuous learning and adaptability to new technologies.
- To model and demonstrate our values and behaviours.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

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

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

#HappytoTalkFlexible



Salford City Council