

## Senior Business Intelligence Analyst

## Role Profile

**Service:** Insights and Intelligence Services (Business Intelligence Unit) – Strategy and Resources Directorate  
**Band:** Band 9  
**Reporting to:** Business Intelligence and Data Lab Manager  
**Responsible for:** Business Intelligence Analysts



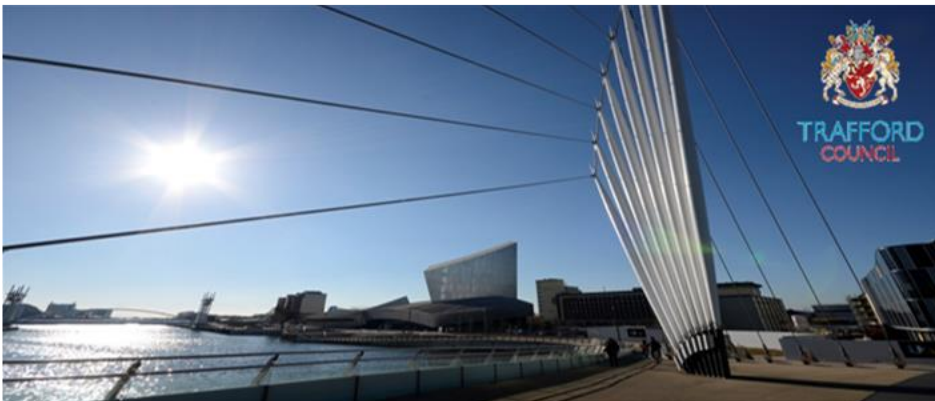
## About Us

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 have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

***Our vision: Trafford – where all our residents, businesses and communities thrive***

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



## 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.

## About the Role

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 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

### Overview

The Insights and Intelligence Service aim is 'building data analytics and insights to empower service users to make data-driven decisions with maximum efficiency.' Its mission is to:

- Enable service users to clearly understand their data and performance
- Support decision making and intelligence-led working
- Deliver effective case management system support and development to LiquidLogic Adults, Children's, Early Help, Controcc Integrated Finance Systems and Portals
- Provide robust and meaningful Business Intelligence, Data Visualisation, Intelligence Analysis, Operational Research, Insights and Policy Development
- Continued development of new and existing systems to support national and local requirements, including scoping requirements, preparing business cases and aligning new processes

### Your Main Priorities

- Overseeing and conducting the conversion of data into insights – using this analysis to create compelling evidence-based data stories to share with stakeholders that will lead to informed business decision and drive decisions-making.
- Managing, cleaning and transforming data into high quality datasets and visualisations in various accessible formats, providing information and insight to a wide audience.

### Key duties

- Supporting the delivery of a high-quality data, intelligence and analytical offer to the Council and Partners to enable evidence and insight-led decision making.
- Providing high level technical support and advanced expertise to support the overall development, design and maintenance of the Council's data.
- Developing and maintaining web-based solutions, both publicly accessible (for open data) and internal to the council (for sensitive/confidential data), for the delivery of data and data visualisations on a self-service basis.
- Developing internal business intelligence reports and dashboards, including interactive business intelligence reports, strategic management reports and ad hoc reports, on a prioritised basis.
- Maximising the effective and ethical utilisation of data to improve service outcomes, customer satisfaction and resource efficiency, and to reduce risks.
- Developing and maintaining the Trafford Data Lab website, its associated components and the GitHub repositories that they are hosted on.
- Creating data visualisations, web applications and web pages with front-end web development tools like HTML, CSS and JavaScript.
- Creating high quality datasets and data visualisations using R and help embed reproducible workflows into the service to improve resilience, transparency and assurance.
- Enhancing the Lab's data visualisation practices and standards by exploring new technologies, developing new style guidelines, and building new templates.
- Identifying sources of data recorded by the Council and its partners that could be published as open data and actively explore the creation and publication of linked open data.
- Ensuring that the Council is compliant with the Transparency Code, involving hosting and maintaining accurate datasets.
- Advising on data standards and developing methodologies for the use of data, and ensuring consistency and reliability of data attributes.
- Enabling customers to be more effective at using their own data, including support and training on provided solutions.
- Participating in the development of the vision for data/analytics architecture, and being able to use query tools to interact with the data warehouse system.
- Developing dashboards to ensure that a high quality and high value analytical function is provided to support an intelligence and insight driven culture rooted in the vision and values of the Council.
- Developing domain expertise to be able to accurately interpret the data and share analytical insight with stakeholders with various levels of seniority. Domains include Children's Social Care, Early Help, Education, Adult Social Care, Integrated Youth Support Services (IYSS), Youth Offending Service (YOS), Finance (ContrOCC), Corporate Services, and Open Data.
- Supporting the implementation and development of relevant systems and databases to ensure accurate information is maintained and available to report on outcomes.

- Ensuring the timely submission of monthly, quarterly and annual reports/returns for national, local and management performance, both internally and externally via relevant systems and processes.
- Ensuring 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.
- Researching and collating relevant local, regional and national information, undertaking benchmarking, identifying best practise and undertaking comparison and analysis to support performance improvement planning activity. Inputting into the development of Council policies, practises and strategies through the identification of data analysis.
- Contributing 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.
- Leading on the identification and resolution of data accuracy issues held in systems to highlight discrepancies and allow services to take corrective action. Leading on audit and testing of data collection to ensure data quality.
- Overseeing all the management information and FOI requests and ensuring they are responded to in a timely manner.
- Developing forums and training to support users to develop a self-service approach to use dashboards and automated reports as appropriate.
- Actively contributing to the wider Business Intelligence Unit strategy and work plans, forging close links with policy and modernisation roles.
- Utilising logical data models and tools (such as Business Objects Universe, SLQ or Crystal) to support, produce and enable report delivery.
- Assisting with training and knowledge transfer of digital analysis principles to wider audiences and expanding your own and others' data analysis skills.
- Prioritising, monitoring and managing the team members' workflow against project and work plans. Managing allocated staff within the Service in accordance with Council policies and procedures and support their personal development through the PDR process.
- Working flexibly across all specialist areas, as required by the service.

## About You

### Qualifications and Professional Development

- Degree or equivalent qualification in data science/mathematics/statistics/IT or related field
- Demonstrable personal commitment to continuous self-development and service improvement

### Experience and Knowledge

- Substantial experience of data collection and/or research, and working in a business intelligence/performance function of a large, complex organisation
- Experience of managing/utilising management information systems, and experience of supporting and developing data warehouses
- Experience supporting and developing one of the following systems:
  - Liquid Logic applications
  - ContrOCC
  - Core+
- Experience with data analysis and visualisation tools (e.g. Google Refine, Tableau or Power BI), and programming languages (e.g. R and Python)
- Knowledge and experience of applying statistical analysis techniques to produce modelling and forecasts
- A sound understanding of the purpose and operation of performance management function within local government environment
- Detailed knowledge and understanding of legislation and practise within at least two of the specialist areas indicated
- Good understanding of database, data storing and data manipulations solutions and techniques
- Domain expertise across all areas

#### **Skills and abilities**

- Excellent ICT and numeracy skills with strong SQL skills
- Ability to communicate effectively with colleagues, managers, partner organisations and stakeholders (verbally, written and in digital formats)
- Able to produce high quality reports for different departments, selecting and using appropriate media to present complex findings and performance data/information in a format which is easily understood by all audiences
- Organised and solution focused: prioritise and manage workload over extended periods, producing accurate work within deadlines and with minimal supervision
- Analytical skills: attention to detail and high degree of quality control, quickly analysing complex problems to find timely and appropriate solutions
- Ability to audit and test large quantities of data to ensure data quality. Presenting intelligence and outcomes, and recommend improvements across the organisation on data systems and processes
- Team building and performance management skills: oversee the work of the Business Intelligence Analysts, and leading, motivating and coaching allocated staff
- Ability to undertake exploratory research and analysis to identify best practise and comparator examples

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| Date prepared/revised | JUN 2021   JUN 2023 (transferred to new template)   02/10/2025 (minor updates) |
| Prepared/revised by   | S Haugeberg / C Gardner (née Hay) / R Pollard                                  |
| Job Evaluation        | June 21                                                                        |

### **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.