

## Role Profile

<b>Job Title:</b>	<b>Spatial Insight Analyst</b>
<b>Location:</b>	<b>Colindale (Hybrid)</b>
<b>Department:</b>	<b>Insight &amp; Intelligence Hub</b>
<b>Directorate:</b>	<b>Strategy &amp; Innovation</b>
<b>Grade:</b>	<b>Grade I (£42,771 - £46,968)</b>
<b>Type of Working:</b>	<b>Hybrid Working</b>
<b>Reports to:</b>	<b>GIS Manager</b>

### 1. Job Purpose:

The Spatial Insight Analyst will be a member of the Insight & Intelligence Hub, helping us to build a full data capability at Barnet so that we can make better decisions, make more efficient use of technology and better tailor our services to improve outcomes of residents.

The Spatial Insight Analyst will develop, maintain, and apply geospatial analytics that inform evidence-based decision making across the council. Discovering patterns and trends through spatial mapping that provide insight and intelligence to inform service delivery and improve performance across all council directorates. The Spatial Insight Analyst will also support the wider geographic information services (GIS) team with maintaining the council's local land and property gazetteer (LLPG) in line with local and national data standards.

The role will blend technical geospatial expertise with strong stakeholder engagement to support council priorities and support the council on its journey to make better use of data to inform decisions.

### 2. Key accountabilities:

- Apply individually, or in collaboration with others, spatial data analysis options, tools, techniques and designs, choosing from a range of methods to analyse spatial data and synthesise findings in line with best practice
- Ensure that spatial data are presented, communicated and disseminated using the most appropriate tools and with high impact
- Scope, design, develop and maintain spatial reporting products which support services to improve outcomes for residents
- Undertake the creation of modelling and the configuration of spatial and other data flows across the council to better address business needs
- Undertake the implementation of spatial data management and standardisation processes
- Undertake research on new opportunities for spatial data acquisition both within and external to the council
- Contribute to the maintenance of the corporate repository of all spatial data, flows and procedures in conjunction with the GIS Manager

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- Contribute to the development of a spatial data management strategy that meets the council's needs and addresses industry standards
- Undertake the implementation of training programmes for new and existing GIS and LLPG users
- Undertake the analysis of spatial data using appropriate and innovative tools to help interpret spatial data for services, corporate teams and senior managers, generating insights in line with business objectives
- 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
- Create maps, graphs, data dashboards, and other visualisations as needed to meet business need
- Producing maps showing the spatial distribution of various kinds of data
- Experienced in using relevant GMS software, GIS software, business intelligence software such as PowerBI, SQL, R, Python or similar
- Developing mapping applications and tools
- Supporting and participating in the designing and development of the geospatial database
- Overseeing data flow, management, and distribution activities that are aimed at supporting GIS
- Maintaining up-to-date and accurate geospatial documentation for reference purposes
- Identify and implement innovative solutions to improve the efficiency, effectiveness and automation of spatial reporting processes, in line with agreed standards
- Support colleagues in the wider analyst community with the extraction and interrogation of spatial data in key systems and advise on the design of visualisations and reports
- Monitor the status of spatial data processes and systems and liaise with IT to resolve any technical issues
- Provide expert guidance and advice to others in their decision-making processes, as appropriate, based on sound analytical knowledge and evidence.
- Negotiate with stakeholders at all levels to ensure GIS and data projects meet user needs and technical standards
- Liaise and negotiate with wider colleagues to ensure that project outcomes are realistic, deliverable and achieve project goals
- Provide expertise on GIS and data projects at all stages of design and implementations
- Participate in the induction of staff, where relevant, and supervise any project workers or trainees assigned to work on relevant projects.
- Work, store and transmit data in accordance with data protection, Caldicott Guardian, freedom of information systems and confidentiality principles.
- To ensure compliance with the council's information security policies and maintain confidentiality.
- Other responsibilities as determined by line manager and Head of Organisational Insight & Intelligence.
- The post holder will also need to be confident in their ability to interpret and communicate data to non-specialist audiences.

### **3. Financial Responsibilities:**

No specific budget responsibilities.

### **4. Health and Safety Responsibilities:**

As an employee of the London Borough of Barnet, you are required to:

- Abide by Barnet's health and safety policy and associated arrangements

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- Complete mandatory health and safety training
- Follow safe systems of work and use devices/guards provided for safety.
- Wear/use personal protection equipment where issued and instructed to do so, including lone working devices.
- Report any Accident/Incidents/Hazards.
- Take care of your own and other's safety, health and wellbeing

## 5. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council's values.  
To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

**Caring / Learning to Improve / Inclusive / Collaboration**

## 6. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

## 7. The Council's Commitment to Equality

To deliver the council's commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

## PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
<b>Professional Membership/Qualification</b>		
• Educated to degree level or have relevant experience in geospatial analysis	Essential	Application
• Master's degree or equivalent in subject related to role	Desirable	Application
<b>Experience &amp; Knowledge</b>		
<b>Knowledge of LLPG and GIS Systems</b>		
• Knowledge and experience of defining datasets, dataset management, defining data quality standards for datasets, and describing datasets in metadata.	Essential	Application & Interview
• An understanding of Gazetteer processes carried out by Local Government and how they interface with the LLPG and LSG. Able to explain what factors contribute to excellence in those processes.	Desirable	Application & Interview
• Broad understanding of GIS tools and concepts	Essential	Application & Interview

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<ul style="list-style-type: none"> <li>Use of GIS software, such as CadCorp SIS and QGIS, to support the management of GIS information and data flows and to support the analysis and presentation of spatial data</li> </ul>	Essential	Application & Interview
<b>Skill &amp; Ability</b>		
<b>IT Skills</b> <ul style="list-style-type: none"> <li>Excellent knowledge of Microsoft 365 products</li> <li>Previous experience with database environments with experience in MS SQL being of particular advantage</li> <li>Use of Microsoft PowerBI to develop reports and manage data</li> <li>Use of mapped data to support better insights and/or mapping software</li> <li>Knowledge of cloud and big data platforms for analysing data, deploying machine learning models and working with large-scale data</li> </ul>	Essential Essential Essential Desirable Desirable	Interview Interview Application & Interview Interview Interview
<b>Data and Analytical Skills</b> <ul style="list-style-type: none"> <li>A high level of numeracy and literacy and the ability to work with data, interpreting and analysing information to identify key findings.</li> <li>Ability to manipulate, transform and analyse data and to present it in a format that gives insight to others.</li> <li>Experience in the use of specialist data manipulation, transformation and reporting tools.</li> <li>Ability to clean, transform, and prepare data for analytical and machine learning pipelines</li> <li>Ability to translate business problems into data-drive solutions</li> <li>Use of business intelligence tools, such as Power BI, to develop reports and manage data</li> <li>Use of coding languages such as SQL, R or Python for conducting spatial or statistical analysis</li> </ul>	Essential Essential Essential Essential Desirable Essential Essential	Application & Interview Application & Interview Application & Interview Interview Interview Interview Interview
<b>Project Management</b> <ul style="list-style-type: none"> <li>Competent to manage numerous programmes of work</li> <li>Project management (Prince2 or Agile) or relevant experience of managing complex workloads</li> </ul>	Essential Desirable	Interview Interview

<b>Communicating and Influencing</b>		
<ul style="list-style-type: none"> <li>• Present complex and contentious issues to non-specialist audiences and individuals to ensure that they can understand the implications to a service</li> <li>• Communicate with and establish and maintain relationships with other members of the I&amp;I team, a range of other groups or individuals seeking help, statistics, statistical methods, research, survey and/or questionnaire design</li> <li>• Use a range of communication styles to influence the decisions and actions of others</li> <li>• Communicate highly complex statistical analyses to diverse audiences</li> <li>• Write and contribute to reports which will be used by others in the development of policies and services to meet the organisation's priorities</li> <li>• Able to provide insight and undertake research to support the delivery of report that can inform 'best' and 'next' practice</li> </ul>	Essential	Interview
	Essential	Interview
	Essential	Interview
	Essential	Application & Interview
	Essential	Interview
	Essential	Interview
<b>Respecting Others</b>		
<ul style="list-style-type: none"> <li>• To ensure compliance with your responsibilities as laid out in the council's equal opportunity policy and take an active role in promoting and enabling equality of opportunity, promoting the diverse needs and aspirations of Barnet's community, ensuring equality and diversity is mainstreamed in all service/directorate activities.</li> <li>• Actively champion and promote equality and diversity</li> <li>• Acts on and achieve the promises and commitments made to customers, colleagues and partners</li> <li>• Demonstrates impartiality and objectivity when taking actions and making decisions</li> </ul>	Essential	Interview
	Essential	Interview
	Essential	Interview
	Essential	Interview
<b>Striving for excellence</b>		
<ul style="list-style-type: none"> <li>• Demonstrates a high level of personal drive and energy that sets an example to others</li> <li>• Fosters a dynamic, achievement orientated culture</li> <li>• Manages time and prioritises work to maximise productivity and effectiveness</li> </ul>	Essential	Interview
	Desirable	Interview
	Essential	Interview

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<ul style="list-style-type: none"> <li>• Consistently striving for improvement</li> <li>• Analysing and identifying issues and problems and finding solutions</li> <li>• Actively seeks out new challenges</li> </ul>	Essential Essential Essential	Interview Interview Interview
<b>Setting direction</b> <ul style="list-style-type: none"> <li>• Keeps abreast of relevant national developments as part of continuous professional development.</li> <li>• Develops partnerships with internal and external clients to support the council's business</li> <li>• Encourages a culture of continuous improvement and responsiveness to change</li> <li>• Adapts leadership style to suit the situation</li> </ul>	Essential Essential Essential Desirable	Interview Interview Interview Interview
<b>Managing Performance</b> <ul style="list-style-type: none"> <li>• Uses performance indicators to proactively improve performance</li> <li>• Establish performance standards and effective monitoring of outcomes</li> </ul>	Essential Essential	Interview Interview
<b>Developing Talent</b> <ul style="list-style-type: none"> <li>• Demonstrates a commitment to own personal development and learning</li> <li>• Actively looking for new challenges and to learn new skills</li> <li>• Ability to provide constructive feedback on strengths and areas for performance improvement</li> </ul>	Essential Essential Essential	Interview Interview Interview
<b>Team Working</b> <ul style="list-style-type: none"> <li>• Support colleagues within the team by developing, maintaining and documenting standard operational procedures relating to geospatial data collection processes, ensuring procedures are accurate and up to date</li> <li>• It may be necessary for the post holder to arrange meetings with colleagues across the organisation to analysis and insight work</li> </ul>	Essential Essential	Interview Interview
<b>Cross Barnet Working</b> <ul style="list-style-type: none"> <li>• Actively participates in cross-functional networks and groups and promotes own service within these</li> <li>• Displays a clear understanding of the roles and functions of the organisation, and the links between service areas</li> </ul>	Essential Desirable	Application & Interview Interview

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<ul style="list-style-type: none"> <li>Shares knowledge and information for the benefit of others</li> <li>Has a clear understanding of the political make up and decision making processes of the Council</li> <li>Builds strong and positive working relationships with others</li> <li>Has a clear understanding and broad knowledge of the key functions of the Council</li> </ul>	<p>Essential Desirable Essential Desirable</p>	<p>Interview Interview Application &amp; Interview Interview</p>
<b>External Partnership Working</b>		
<ul style="list-style-type: none"> <li>Works effectively across the organisation and wider partnerships, including contractors</li> </ul>	Essential	Interview
<b>Values &amp; Behaviours</b>		
<b>Caring</b>		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Interview
Empathy- I say "thank you" and "well done" where appropriate, and take time to 'check in' to see if the people I work with are ok	Essential	Interview
Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Interview
<b>Learning to Improve</b>		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Interview
Agile- I am fully empowered to act within the scope of my role	Essential	Interview
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Essential	Interview
<b>Inclusive</b>		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Interview
Engage with discomfort- I am open to and reflect on what makes me uncomfortable and use my	Desirable	Interview

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engagement with others to challenge myself and constructively challenge others		
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Interview
<b>Collaborative</b>		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Essential	Interview
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Interview