Role Profile

Job Title:	**Insight & Intelligence Analyst**
Location:	**Colindale (Hybrid)**
Department:	**Insight & Intelligence Hub**
Directorate:	**Strategy & Innovation**
Grade:	**Grade I (£42,771 - £46,968)**
Type of Working:	**Hybrid Working**
Reports to:	**Senior Insight & Intelligence Analyst**

1. Job Purpose:

The Insight & Intelligence 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 Insight Analyst will:
- Support the members of the Insight & Intelligence Hub to ensure the provision, analysis and interpretation of high quality and often complex information from a range of sources, to support and inform decision-making in the council.
- Conduct advanced statistical analysis including regression, machine learning and natural language processing.
- Use of specialised software as necessary including Power BI and Excel.
- Conduct data transformation and analysis in Python and/or R.
- Develop automated data pipelines in Microsoft Azure.
- Develop machine learning, predictive models that translate business problems into data-informed real-world applications
- Support in the provision and interpretation of geospatial analysis using specialised software such as QGIS.
- Be responsible for gathering data and producing performance reports within the team.
- Work in partnership with service lines to help them understand data.

2. Key accountabilities:

The post holder will:
- Support the Insight & Intelligence Hub, ensuring the availability to the council of data and evidence to reflect local, regional and national priorities.
- Communicate highly complex statistical and analytical concepts to non-statistical/analytical professionals within the council.
- Ensure the production of accurate and timely reports on outcomes and targets.
- Support the production of reports, contributing analytical information, evidence reviews and presentation skills.

- Develop and undertake need analysis, hypothesis validation, and generate other key information, to support corporate and service plans.
- Support surveys, research projects and other activities carried out by colleagues within the Insight & Intelligence team.
- Undertake literature reviews and critical appraisal to inform key evidence-based decisions.
- 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 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 data projects at all stages of design and implementation
- Support the development of automated data processes to ensure the availability of high quality and up-to-date data to the council.
- Participate in the induction of staff, where relevant, and supervise any project workers or trainees assigned to work on relevant projects.
- Undertake surveys, audits or research to support service development e.g. lifestyle surveys, focus groups for social marketing or user engagement.
- 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
- Complete mandatory health and safety training
- Follow safe systems of wok and use devices/guards provided for safety.
- Wear/use personal protection equipment were 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 / **L**earning to Improve / **I**nclusive / **C**ollaboration

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.

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Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
• Must be educated to degree (or equivalent) level or relevant experience in data analysis (MSc Data Science or similar numerical/analytical subject would be desirable)	Essential	Application
Experience & Knowledge		
• Two years of experience in producing reports and statistical analysis to identify trends, patterns and actionable insights	Essential	Application
• Knowledge of probability, statistics, and linear algebra relevant to predictive modelling	Desirable	Interview
• Knowledge of UK GDPR and best data practices (e.g. privacy by design) around the security, protection and use of sensitive information	Essential	Interview
Project Management:		
• Competent to manage multiple programmes of work	Essential	Interview
• Project management (Prince2 or Agile) or relevant experience of management complex workloads	Desirable	Interview

Skill & Ability		
IT Skills:		
• Excellent knowledge of Microsoft products	Essential	Interview
• Use of Microsoft PowerBI to develop reports and manage data	Essential	Application & Interview
• Use of mapped data to support better insights and/or mapping software	Desirable	Interview
• Knowledge of cloud and big data platforms for analysing data, deploying machine learning models and working with large-scale data	Desirable	Interview
Data and Analytical Skills:		
• Experience in the use of coding languages such as Python and/or R	Essential	Interview
• A high level of numeracy and literacy and the ability to work with data, interpreting and analysing information to identify key findings	Essential	Application & Interview
• An understanding of supervised and unsupervised learning, model evaluation and feature engineering	Desirable	Interview
• Ability to clean, transform, and prepare data for analytical and machine learning pipelines	Essential	Interview
• Ability to translate business problems into data-drive solutions	Desirable	Interview
• Skilled in building, validating, and optimising predictive models for real-world applications	Desirable	Interview
Communicating and Influencing:		
• Present complex and contentious issues to non-specialist audiences and individuals to ensure that they can understand the implications to a service	Essential	Interview
• Communicate with and establish and maintain relationships with other members of the I&I team, a range of other groups or individuals seeking help, statistics, statistical methods, research, survey and/or questionnaire design	Essential	Interview
• Use a range of communication styles to influence the decisions and actions of others	Essential	Interview
• Communicate highly complex statistical analyses to diverse audiences	Essential	Application & Interview
• Write and contribute to reports which will be used by others in the development of policies and services to meet the organisation's priorities	Essential	Interview

• Able to provide insight and undertake research to support the delivery of report that can inform 'best' and 'next' practice	Essential	Interview
Respecting others:		
• 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	Essential	Interview
• Actively champion and promote equality and diversity	Essential	Interview
• Acts on and achieve the promises and commitments made to customers, colleagues, and partners	Essential	Interview
• Demonstrates impartiality and objectivity when taking actions and making decisions	Essential	Interview
Striving for excellence:		
• Demonstrates a high level of personal drive and energy that sets an example to others	Essential	Interview
• Fosters a dynamic, achievement orientated culture	Desirable	Interview
• Manages time and prioritises work to maximise productivity and effectiveness	Essential	Interview
• Consistently striving for improvement	Essential	Interview
• Analysing and identifying issues and problems and finding solutions	Essential	Interview
• Actively seeks out new challenges	Essential	Interview
Setting direction:		
• Keeps abreast of relevant national developments as part of continuous professional development	Essential	Interview
• Develops partnerships with internal and external clients to establish tactical and strategic plans to support the council's business	Essential	Interview
• Encourages a culture of continuous improvement and responsiveness to change	Essential	Interview
• Adapts leadership style to suit the situation	Desirable	Interview
Managing performance:		
• Establish performance standards and effective monitoring of outcomes	Essential	Interview
• Uses performance indicators to proactively improve performance	Essential	Interview
Developing talent:		
• Demonstrates a commitment to own personal development and learning, staying updated on emerging trends, tools and best practices in data, machine learning and analytics	Essential	Interview

• Actively looking for new challenges and to learn new skills	Essential	Interview
• Ability to provide constructive feedback on strengths and areas for performance improvement	Essential	Interview

Team working:

• Support colleagues within the team by developing, maintaining and documenting standard operational procedures relating to data collection processes, ensuring procedures are accurate and up to date	Essential	Interview
• It may be necessary for the post holder to arrange meetings with colleagues to plan objectives and work commitments for multidisciplinary research, audits and projects	Essential	Interview

Cross Barnet working:

• Comfortable working in cross-functional project teams, including ICT, data engineers, project managers and service area stakeholders	Essential	Interview
• Actively participates in cross-functional networks and groups and promotes own service within these	Essential	Application & Interview
• Displays a clear understanding of the roles and functions of the organisation, and the links between service areas	Desirable	Interview
• Shares knowledge and information for the benefit of others	Essential	Interview
• Has a clear understanding of the political make up and decision making processes of the Council	Desirable	Interview
• Builds strong and positive working relationships with others	Essential	Application & Interview
• Has a clear understanding and broad knowledge of the key functions of the Council	Desirable	Interview

External partnership working:

• Works effectively with representatives of partner organisations including contractors	Desirable	Interview

Values & Behaviours		
Caring		

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

Learning to Improve		
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
Inclusive		
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 engagement with others to challenge myself and constructively challenge others	Desirable	Interview
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
Collaborative		
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