Role Profile

Job Title:	**Insight & Intelligence Manager**
Location:	**Colindale (Hybrid)**
Department:	**Insight & Intelligence Hub**
Directorate:	**Strategy & Innovation**
Grade:	**Grade L (£62,766 - £69,984)**
Type of Working:	**Hybrid Working**
Reports to:	**Head of Organisational Insight & Intelligence**

- **Job Purpose:**

The Insight & Intelligence Manager will play a leading role in 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 & Intelligence Manager will:
- Play a critical role in driving data-informed insights and decision making at Barnet, leading a team of Insight & Intelligence Analysts to spearhead the development and execution of sophisticated analytical and data projects
- Offer expert guidance in specialised technical areas to drive innovation and ensure alignment with Barnet's corporate priorities
- Play a role in leading and developing the data science and AI capabilities of the Insight & Intelligence Hub
- Have expertise in data science techniques and capabilities (i.e. data mining, visualisation, predictive analytics, statistics, time series, large language models, geospatial analytics etc)
- Have expertise in designing and delivering advanced analytical solutions, leveraging services such as Microsoft Azure, DataBricks and Synapse to enable secure, scalable and self-service insight
- Develop and maintain automated data pipelines to ensure reliable and efficient data flows
- Build and operationalise machine learning models, leveraging services such as Microsoft Azure, for predictive analytics, segmentation and risk modelling
- Engage and influence senior stakeholders, translating complex data and modelling outputs into clear, actionable recommendations that inform strategic decision making and policy development
- Champion the maturing data culture at Barnet, helping to build organisational data literacy through coaching, workshops, and clear communication of insight to non-technical audiences
- Facilitate cross-functional collaboration, working with members of the Insight & Intelligence Hub, service area leads, ICT, and external partners to ensure data solutions meet business needs and deliver measurable impact

- **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.
- Map, establish and build strong relationships across service areas and with external partners, understanding priorities and requirements to co-create solutions and insights that deliver measurable outcomes.
- Work closely with the Head of Organisational Insight and Intelligence to implement the insight and intelligence function across the council and its partners, ensuring that the delivery of insight projects aligns with the Council's transformation and digital, data and technology aspirations.
- Work closely with the Head of Organisational Insight and Intelligence, taking a lead role in the production, maintenance and implementation of the Council's Insight and Data strategies, acting as an ambassador for improved use of insight information across the Council.
- Take a lead role in working with the insight network and analysts across the organisation to provide specialist support, advice and recommendations on best practice in relation to data use, analytical systems and tools.
- Manage expectations and negotiate project priorities with internal and external partners to balance competing demands and resource constraints while maintaining transparency and trust.
- Influence decision-making through compelling data storytelling, communicating highly complex statistical and analytical concepts to non- statistical/analytical professionals within the council.
- Liaise and negotiate with wider colleagues to ensure that projects and solutions are realistic, deliverable and achieve project goals.
- Undertake complex presentations to large groups of 20 or more on statistical, data and technical related matters to a variety of audiences.
- Provide expertise and advise others in their decision-making processes, as appropriate, based on sound analytical knowledge and evidence.
- Be a champion for a maturing data culture, promoting the value of insight through training, show-and-tells and briefings, enabling non-technical audiences to interpret and act on data confidently.
- Drive the adoption of data and insight outputs, ensuring solutions are embedding into business processes and decision-making workflows.
- 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.
- Undertake surveys, audits or research to support service development e.g. lifestyle surveys, focus groups for social marketing or user engagement.
- Represent Barnet at external networks and partnerships, influencing regional and national data initiative and sharing best practice.
- Deliver high-quality dashboards, analytical reports, and decision support tools using, for example PowerBI, that are timely, accurate and meaningful.
- Design and operate reliable data pipelines using for example, Data Factory, Synapse, Python, SQL to ensure the availability of high quality and up-to-date data to the council.
- Implement and maintain scalable data architecture (e.g. bronze-silver-gold/medallion).

Caring for **people**, our **places** and the **planet**

- Drive the adoption of environment management with version control and automated testing.
- Ensure that all reports and analysis produced by the Insight and Intelligence Team meet agreed standards and timescales
- Drive the adoption of coding and design standards (e.g. Python, R, SQL, DAX), establishing peer review processes, documentation and standards libraries.
- Develop and operationalise machine learning (ML) solutions (forecasting, segmentation, NLP etc) and embed best MLOps practices such as reproducibility, governance, explainability and ethics.
- Ensure the compliant and ethical use of data, managing information risk, DPIAs and retention.
- 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.
- Work closely with the Data Protection lead on actively improving data quality across the Council and ensure that data is stored and deployed in line with data quality and information governance standards.
- Support the identification of the need for new or improved information systems and provide recommendations to align investment and development of suitable systems and tools across the organisation.
- Oversee and lead where required on the identification, development and implementation of changes to core systems to ensure that reporting and data extraction ability is maintained and enhanced.
- Actively contribute to the identification and resolution of information governance issues in relation to data.
- Champion data quality by design, defining standards and driving the adoption of data management best practices.
- Line manage and develop a team of analysts and data scientists with clear objectives, coaching and mentoring.
- Participate in staff development, appraisal and training as appropriate, including continuous professional development (this may include supporting members of the Insight Network in their training and development in relation to Insight and Intelligence).
- Supervise and prioritise the work of analysts and data scientists within the team, supporting junior members of the team to manage their workloads and interact with senior stakeholders.
- Have excellent project management skills with the ability to develop and monitor project plans and oversee the implementation of action to time, cost and quality. To take remedial action early and ensure that senior managers are kept up to date on all aspects of the programme delivery. The post holder will need to be able to vary plans in response to changing need and/or priorities.
- Proactively manage delivery risks and dependencies, escalating early and maintaining risk registers with mitigation plans.
- Will contribute to the design and implementation of training and guidance to enhance the skills of the workforce in using and analysing data and using the information effectively to inform decision making.
- Participate in the induction of staff, where relevant, and supervise any project workers or trainees assigned to work on relevant projects.
- Keep abreast of relevant national developments as part of continuous professional development.
- Other responsibilities as determined by Head of Organisational Insight & Intelligence.

- **Financial Responsibilities:**

No specific budget responsibilities but post holder will be expected to cooperate with and respond to internal audit reviews and implement proper administration of contracts and compliance with financial regulations.

- **Health and Safety Responsibilities:**

As a manager of the London Borough of Barnet, you are required to:
- Abide by Barnet's health and safety policy, associated arrangements for managing, and implement the manager's responsibilities set out therein.
- Complete mandatory health and safety training
- Ensure risk assessments are in place for all task/actives where there are significant hazards, including stressors that could have an adverse effect on staff wellbeing. Identify and implement controls. Ensure staff are aware of the risk assessment findings and trained in the use of controls measures.
- Monitor health and safety compliance arrangements and take action where there are concerns
- Include health and safety in regular management team meetings
- Lead by example, monitor and enforce health and safety compliance of staff

- **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

- **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.

- **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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Type of Working:	Hybrid Working
Reports to:	Head of Organisational Insight & Intelligence

Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
• Must be educated to degree (or equivalent) level or relevant experience in data analysis, data science, data engineering etc (MSc Data Science or similar numerical/analytical subject would be desirable)	Essential	Application
• Professional certifications (e.g. Microsoft Certified, Azure Data Scientist Associate etc)	Desirable	Application
Experience & Knowledge		
• At least five years of experience in delivering advanced analysis and machine learning projects, producing reports analysis to identify trends, patterns and actionable insights	Essential	Application
• Experience designing and implementing data pipelines and architectures for large-scale, secure and performant data processing	Essential	Interview
• Knowledge of data modelling, probability, statistics, and linear algebra relevant to predictive modelling	Essential	Interview
• Proven 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:		

• Proven ability to manage competing priorities and deliver within a programme governance framework	Essential	Interview
• Project management (Prince2 or Agile) or relevant experience of management complex workloads	Essential	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	Essential	Interview

Data and Analytical Skills:

• Advanced proficiency in the use of coding languages such as Python, SQL and/or R	Essential	Interview
• Proven experience in cloud-based analytics platforms, particularly Azure services (PowerBI, Data Factory, Synapse, Fabric)	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	Essential	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 and drive delivery of data projects	Essential	Interview
• Skilled in building, validating, and optimising predictive models for real-world applications	Essential	Interview
• Experience with DevOps/MLOps practices and tools (e.g. Git, MLFlow, Azure DevOps)	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
• Proven experience influencing senior stakeholders and translating complex technical outputs into actionable insight for decision-making	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
• Knowledge of visualisation best practices and UX principles for dashboards and tools aligning with required accessibility legislation	Desirable	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	Essential	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	Essential	Interview
• Awareness of public sector challenges and priorities	Desirable	Interview

Managing performance:		
• Establish performance standards and effective monitoring of outcomes	Essential	Interview
• Uses performance indicators to proactively improve performance	Essential	Interview
• Experience line managing analytics or data science teams, including setting objectives, conducting professional development conversation and supporting career progression	Desirable	Interview
• Awareness of leadership principles, team dynamics and performance management best practices	Desirable	Interview
• Demonstrable track record of coaching and mentoring team members, building technical capability and professional confidence	Essential	Interview

Developing talent:		
• Demonstrates a commitment to own continuous professional 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
• Experience in designing and delivering training programmes or knowledge-sharing session to improve organisational data literacy	Desirable	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

• Collaborative and inclusive leadership style, promoting innovation and knowledge sharing	Desirable	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	Essential	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