

Post Specification

Post Specification - Key Information

- **Post Title: Senior Data & Insight Analyst**
- **Date: January 2025**
- **Post Group Number: 8486**
- **Job Family: Regulation and Technical**
- **Job Family Role Profile: RT14**
- **Final Grade: 14**

To be read in conjunction with the job family role profile.

Service Area Description

This post sits within the Policy, Data & Insight Service, part of the Assistance Chief Executive directorate. The team provide a source of central expertise in relation to performance management, data management and governance, information reporting, data analysis and insight generation, policy and strategy development, stakeholder management, overview and scrutiny, corporate strategic planning and equality, diversity and inclusion.

Purpose of this Post

At Westmorland and Furness, we are dedicated to improving our communities through innovative, data-driven services. As a Senior Data and Insight Analyst within our Data and Insight team, you will play a pivotal role in guiding strategic decisions across the council. With advanced data analysis skills, strategic insight, and collaborative leadership, you will provide data solutions that shape policy development, support long-term planning, and promote evidence-based decision-making aligned with the council's goals.

Key Job Specific Accountabilities

- Lead Data Programmes of work - Drive change in directorates working closely with Directors and Assistant Directors, alongside Senior Managers to grow data maturity across the organisation and ensure an effective Data and Insights Service.
- Responsibility for implementing the Westmorland and Furness Data Strategy within Directorates, including embedding data governance and best practice within directorates.
- Manage work programme within Directorates across team of Analysts, allocating and prioritising team workloads. Day to day supervision of Data Analysts and Performance Officers to ensure effective collaborative working relationships within the team and wider organisation.
- Advanced Data Analysis and Visualisation - Working with a wide range of stakeholders to develop data products to meet needs, such as dashboards to analyse and interpret data from a variety of council services, such as social care, housing, and education, providing insights that support decision-making.

- Interactive Reporting and Dashboards - Develop and maintain interactive dashboards and reports using Power BI, including DAX and MQuery, allowing stakeholders to visualise trends and make timely, data-driven decisions.
- Data Modelling and Self-Service Analytics - Partner with Data Engineers to design data models and data flows in Microsoft Fabric, supporting self-service analytics and enabling accessible reporting across the council.
- Implementing CI/CD processes to ensure code optimisation and scalability.
- Communication – Present complex data and analysis to a wide range of technical and non-technical audiences to support effective decision-making and service planning.
- Strategy and policy development – work in collaboration with stakeholders to support evidence-based strategy and policy development across the Council.
- Data Governance and Quality Assurance - Ensure adherence to data security, GDPR, and local government standards. Lead data quality initiatives, conducting regular data validation and cleansing to maintain reliable datasets.
- Performance Optimisation - Regularly assess and enhance the performance of data products, ensuring speed, accessibility, and an optimal user experience.
- Knowledge Sharing and Mentorship - Share best practices and contribute to the professional growth of the Data and Insights team, fostering a culture of collaboration and development.
- Stay Informed on Industry Trends - Continuously monitor developments in Microsoft Fabric and other analytics tools, helping the council remain at the forefront of data innovation.

Please note: Annual targets will be discussed during the appraisal process.

Key Facts and Figures of the Post

- **Budget Responsibilities:** Not applicable
- **Staff Management Responsibilities:** No direct line management, but day to day supervision of Data Analysts & Performance Officers
- **Other:** Not applicable

Essential Criteria

Qualifications:

- Bachelor's degree (with Hons) in Data Science, Statistics, Mathematics, Information Systems or equivalent relevant experience.

Knowledge:

- Proficiency in advanced tools such as Power BI, Tableau, SQL, and Python for data querying and analysis.
- Skilled in designing and maintaining interactive visualisations in Power BI that help stakeholders monitor real-time metrics for effective decision-making.

Experience:

- Demonstrable experience leading data-driven initiatives with strategic outcomes, ideally within a local authority or public sector setting.
- Strong data analysis experience, including identifying trends and deriving strategic insights from large datasets, ideally in a public sector environment

Expertise:

- Expertise in data governance, including GDPR, ensuring compliance and responsible data use.
- Strong communication skills with the ability to present complex data insights clearly to both technical and non-technical audiences.
- Strategic thinking skills with the ability to collaborate with senior managers to develop data strategies aligned with broader council goals.
- Analytical mind-set with the ability to turn data insights into strategic recommendations.

Disclosure and Barring Service (DBS) Checks

- This post does not require a DBS check.

Job Working Circumstances

- **Emotional Demands:** Not applicable
- **Physical Demands:** Not applicable
- **Working Conditions:** Not applicable
- **Other JWC Factors:** Not applicable

Other Factors:

- Hybrid working
- Familiarity with local government data systems, particularly in Public Health, Social Care, and Housing
- Knowledge of Microsoft Fabric and Azure, including Data Factory and Synapse Analytics for data integration and cloud analytics.
- Experience with advanced data modelling techniques such as forecasting and segmentation.
- Relevant certifications, such as Microsoft Certified: Power BI Data Analyst Associate.
- Understanding of API integrations and their role in accessing external data within Microsoft Fabric.