

Post Specification

Post Specification - Key Information

- **Post Title: Data and Insight Analyst**
- **Date: January 2025**
- **Post Group Number: 8485**
- **Job Family: Regulation and Technical**
- **Job Family Role Profile: RT11**
- **Final Grade: 11**

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

Service Area Description

This post sits within the Strategy, 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

Westmorland and Furness Council are committed to improving lives through data-driven public service. As a Data and Insight Analyst in our central Data and Insights team, you will analyse, interpret, and visualize data from across the council to deliver actionable insights that support decision-making and policy development. Leveraging Microsoft Fabric and other analytics tools, you will work collaboratively to ensure data accuracy, quality, and accessibility, empowering council stakeholders to drive impactful community outcomes.

Key Job Specific Accountabilities

- **Lead on Data projects** - Develop and manage a range of projects to meet business requirements from their data. These may range from small-scale process implementation to full data life-cycle evaluation and transformation. Collaborate with business analysts, domain experts, and end-users to gather insights. Provide advice and guidance to data stakeholders across the directorate from Directors to front-line staff.
- **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** - Develop and maintain interactive reports and dashboards using Power BI, including DAX and MQuery, to enable stakeholders to view trends and data-driven insights in real time.

- Data Modelling and Self-Service Analytics - Partner with Data Engineers to create data models and data flows in Microsoft Fabric promoting self-service analytics and accessible reporting for users.
- 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 - Uphold data security and compliance standards, including GDPR, and lead data quality projects to maintain clean, validated datasets for council services.
- Performance Optimisation - Regularly review and enhance the performance of data products, ensuring quick load times, accessibility, and a seamless user experience.
- Knowledge Sharing - Contribute to a collaborative team environment by sharing best practices and supporting the growth and learning of the Data and Insights team.
- Industry Awareness - Lead and implement updates and innovations in Microsoft Fabric and other analytics tools, helping to keep the council at the leading edge of data practices.

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:** Not applicable
- **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 Power BI (or Tableau), SQL, or Python for querying and analysing data.
- Knowledge of data governance and compliance, including GDPR.

Experience:

- Proven experience in data analysis, identifying trends and insights from large datasets, and creating interactive visualisations—ideally in a public sector or similar environment.
- Strong ability to communicate and collaborate effectively with multidisciplinary teams, including presenting data insights to both technical and non-technical audiences.

Expertise:

- Experience collaborating with Data Engineers on data modelling and creating efficient data flows to support self-service reporting.
- Skilled in designing and maintaining interactive dashboards and visualisations that enable stakeholders to make informed decisions.

Disclosure and Barring Service (DBS) Checks

- This post requires 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 and standards, particularly in Public Health, Social Care, and Housing.
- Experience or interest in Microsoft Fabric and Azure, including Data Factory and Synapse Analytics, for data integration and cloud analytics.
- Knowledge of advanced analytics techniques like forecasting, segmentation, and time series analysis.
- Mapping experience with tools like QGIS or ArcGIS.
- Certifications in Power BI (e.g., Power BI Data Analyst Associate) or other relevant data analytics qualifications.
- Understanding of APIs and their use in integrating and analysing data sources within Microsoft Fabric.