Cumberland Council

Post Specification

Date	March 2025
Post Group Number	8585
Post Title	Performance and Insight Analyst
Job Family	Regulation and Technical
Job Family Role Profile	RT11
Final Grade	Grade 11

To be read in conjunction with the job family role profile

Service Area description

This post sits within the Performance and Insight Team, alongside policy, strategy and research functions within the Council. The team provide a central business intelligence function and a source of central expertise in relation to data analysis and insight generation, performance management, data management and governance. The team work collaboratively with others to unlock meaningful insight that will have a positive impact on residents' lives through better informed decision making at all levels of the organisation (operational and strategic) and the wider Cumberland public services system.

Purpose of this post

You will support operational and strategic planning, commissioning, and performance management by analysing, interpreting, and visualising data to provide actionable insights. Your work will help senior leaders understand trends, demands, and future needs, aiding both operational and strategic decisions. Collaborating with colleagues, elected members, and partners, you will ensure data accuracy, quality, and accessibility, fostering an evidence-based culture across the Council, helping to improve outcomes for Cumberland's communities.

Key job specific accountabilities

1. Provide high-quality information, intelligence and analysis to members, senior leaders, managers, and workstream leads to support evidence-based strategic planning and service improvement, utilising up-to-date technologies and approaches.
2. Develop and deliver visually rich, dynamic, and interactive dashboards using MS Power BI, to enable stakeholders to view trends and data insights in real time.
3. Extract, combine, and analyse large quantitative data sets from multiple sources including Council systems and trusted external data sources, to identify trends, relationships, and key insights, using tools such as SQL, and MS Excel.
4. Support the development and maintenance of performance management and reporting frameworks, ensuring effective measurement of service performance and value for money.
5. Critically analyse and assess data impacting on performance (for example demographic, attainment, finance and survey data) utilising available comparative and benchmarking data derived regionally and nationally.
6. Collaborate with a wide range of stakeholders to develop data products to meet needs, such as dashboards and other visualisations to analyse and interpret data.

7. Communicate complex data and analysis effectively to a wide range of technical and non-technical audiences to support effective decision-making, using various formats, including presentations, written reports, and dashboards.

8. Work collaboratively across the organisation and with external partners to understand service-specific issues, local needs, and policy impacts - providing data-driven insights that influence organisational policy, strategy, and transformation.

9. Ensure the timely production of high-quality reports while maintaining data accuracy, reliability and consistency.

10. Undertake aspects of qualitative and quantitative research activities independently, collating information using multiple research methods, analysing, and reporting findings.

11. Ensure compliance with reporting requirements and statutory deadlines by working closely with IT and service teams to align data collection with organisational needs.

12. Monitor and report on data governance and quality issues, ensuring compliance with statutory requirements and best practices.

13. Develop training materials, deliver training and provide support to users of the Council's data and performance management systems.

14. Continuously develop technical skills in relevant analytical software, staying updated on industry innovations and best practices through training and professional development

15. Support the automation of data analysis and reporting, exploring the integration of AI and other emerging technologies.

Please note annual targets will be discussed during the appraisal process	
Key facts and figures of the post	
Budget Responsibilities	• Co-ordination of resources to deliver agreed work programmes and projects
Staff Management Responsibilities	• No direct line management responsibilities. • Responsible for leading a team of peers and/or multi-functional teams on specific projects.
Other	• n/a
Essential Criteria - Qualifications, knowledge, experience and expertise	

Qualifications:

•   Educated to degree level, or equivalent experience which demonstrates knowledge and skill preferably in statistics, mathematics, data analysis/science or related discipline.

Knowledge:

•   Knowledge and understanding of how effective use of data can help to improve services and approaches.

•   Knowledge of best practice for analysis including data extraction, limitations and modelling methodologies and able to advice colleagues appropriately.

•   Knowledge of data governance and compliance, including GDPR.

•   Understanding of the decision making and governance arrangements within local authorities.

Experience and expertise:

•   Proven experience in data analysis, identifying trends and insights from both quantitative and qualitative data, to determine its meaning and translate into action - ideally in a public sector or similar environment.

•   Competence with data extraction tools or techniques such as using programming language (e.g. SQL) for querying and analysing data.

•   Extensive experience of and expertise in using Microsoft applications (Excel) and specialist data analytical software (e.g. Power BI (or Tableau).

- Demonstrable ability to quickly grasp other packages and systems
- Skilled in designing and maintaining interactive dashboards and visualisations that enable stakeholders to make informed decisions.
- Strong ability to communicate and collaborate effectively with multidisciplinary teams, including presenting data insights to both technical and non-technical audiences.
- Excellent organisational and time management skills, with ability to self-direct and work under own initiative.
- Ability to build strong, credible, professional relationships with a wide range of people internally and externally.
- Highly effective team working demonstrating flexibility to readily assist/ support where required

Desirable
- Familiarity with local government data systems and standards.
- Knowledge of advanced analytics techniques like forecasting, segmentation, and time series analysis.
- Mapping experience with tools such as QGIS and 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.
- Experience collaborating with Data Engineers on data modelling and creating efficient data flows to support self-service reporting.

Disclosure and Barring Service – DBS Checks	
• This post does not require a DBS check.	

Job working circumstances	
Emotional Demands	Moderate
Physical Demands	Minimal
Working Conditions	Minimal
Other Factors	
• Ability to travel across the Cumberland geography to attend meetings in different locations occasionally.	