

Job Description

Intelligence & Insights Analyst

Service:	Adults Health and Wellbeing		Team:	AHW Commissioning and Quality
Location:	Preston			
Salary range:	£36,363 – £40,773 <u>£37,563 – £42,123</u>		Grade:	8
Reports to:	Strategic Lead – Intelligence and Insights.		Staff responsible for:	0

Job Purpose

To provide expert analytical support, strategic intelligence and evidence-based insight that informs decision-making across the council and its partner organisations.

Working with data and intelligence products supplied through the Corporate Data Hub, the postholder will undertake complex analysis to identify trends, emerging issues, risks and opportunities affecting communities, services and organisational priorities.

The postholder will translate data into actionable intelligence, supporting service planning, policy development, performance improvement and transformation activity. They will act as a trusted analytical advisor to managers and senior leaders, helping ensure decisions are informed by robust evidence and a clear understanding of current and future needs.

The role requires the ability to interpret information from multiple sources, apply professional judgement and communicate complex findings in a clear and accessible way to a range of audiences.

The postholder may also be required to provide support across commissioning, market shaping and contract management, service transformation and related workstreams, contributing to wider priorities and emerging organisational needs as required.

Accountabilities/Responsibilities

Strategic Analysis and Intelligence

- Analyse complex datasets, intelligence products and evidence from a range of internal and external sources to support strategic and operational decision-making.
- Identify and interpret emerging trends, patterns, risks and opportunities affecting council priorities, services and local communities.
- Apply professional judgement to identify the implications of evidence and support the development of evidence-based recommendations.
- Undertake comparative and benchmarking analysis using local, regional and national datasets.
- Conduct demand, needs and population analysis to support service planning.
- Interpret data within a wider social, economic and policy context to provide meaningful insight rather than purely descriptive analysis.

- Support the development of evidence bases for strategies, transformation programmes and policy development.

Performance and Business Intelligence

- Support corporate and service performance frameworks through the provision of insightful analysis and intelligence.
- Analyse performance information to identify factors influencing outcomes and service effectiveness.
- Investigate variations in performance and identify areas for further review, improvement or intervention.
- Evaluate the impact of programmes, initiatives and interventions using appropriate analytical approaches.

Decision Support and Strategic Planning

- Provide analytical support to business planning, commissioning, transformation and service review activities.
- Support senior managers and strategic leads through the provision of timely intelligence, evidence and analytical advice.
- Contribute to the development of strategies, needs assessments and policy proposals by providing robust evidence and analysis.
- Support identification of future pressures, risks and opportunities through forecasting and trend analysis.

Presentation and Communication of Insight

- Present complex analytical findings to a range of audiences; translating technical analysis into clear, concise and accessible intelligence products.
- Tailor analytical outputs to meet the needs of different audiences and levels of technical understanding.

Partnership and Collaboration

- Work collaboratively with the Corporate Data Hub to specify data requirements and maximise the value of organisational data assets.
- Provide advice and guidance to colleagues on the interpretation and application of intelligence and evidence.
- Support a culture of evidence-based decision-making across the organisation.
- Represent the service at internal and external meetings, groups and forums as required.

Other

• Equal Opportunities

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

• Health and safety

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.

• Customer Focused

We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

Our Values

We expect all our employees to demonstrate and promote our values:

- **Supportive**
We are supportive of our customers and colleagues, recognising their contributions and making the best of their strengths to enable our communities to flourish.
- **Innovative**
We deliver the best services we possibly can, always looking for creative ways to do things better, putting the customer at the heart of our thinking, and being ambitious and focused on how we can deliver the best services now and in the future.
- **Respectful**
We treat colleagues, customers and partners with respect, listening to their views, empathising and valuing their diverse needs and perspectives, to be fair, open and honest in all that we do.
- **Collaborative**
We listen to, engage with, learn from and work with colleagues, partners and customers to help achieve the best outcomes for everyone.

Person Specification ***Intelligence & Insights Analyst***

All the following requirements are essential **unless otherwise indicated by ***

Your ability to meet the job requirements will initially be assessed by the information provided on your application but further assessment will be undertaken at interview and, in some cases, by using other types of assessment(s).

Qualifications Degree qualified (or equivalent) in relevant subject plus number of years' experience in a similar role. OR Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant roles. OR Formal professional qualification within specialism (if applicable).
Experience - Experience of analysing, interpreting and presenting complex data and intelligence to support strategic decision making. - Experience of producing strategic insight, intelligence assessments or analytical products for senior stakeholders. - Experience of identifying trends, risks, opportunities and future demand through data analysis. - Experience of supporting policy development, service planning, transformation or performance improvement activities. - Experience of communicating complex analytical findings to senior leaders and non-technical audiences. - Experience of using business intelligence, performance management and analytical tools such as Power BI, Excel, SQL, Python, R, SPSS or equivalent. - Experience of integrating information from multiple sources to develop evidence-based conclusions and recommendations. - Experience of working with senior stakeholders and influencing decision making through evidence and insight.
Essential knowledge, skills and abilities - Highly developed analytical and critical-thinking skills. - Ability to interpret complex information and translate findings into meaningful insight and practical recommendations. - Strong understanding of performance analysis, strategic planning and evidence-based decision-making. - Ability to identify emerging trends and assess their implications for policy, service delivery and organisational priorities. - Excellent written communication skills including the preparation of reports, briefings and strategic intelligence products. - Strong stakeholder engagement and influencing skills.

- Excellent organisational and project management skills with the ability to manage competing demands.
- Understanding of information governance, data protection and data quality principles.
- Highly competent user of analytical and business intelligence tools including Excel, Power BI and other relevant analytical software.

Other essential requirements

- Commitment to equality and diversity.
- Commitment to health and safety.
- Display the LCC values and behaviours at all times and actively promote them in others.