

Job Description and Person Specification

Senior Business Intelligence and Insights Analyst

Job Details	
Grade	7
Service	Performance and Planning Directorate
Location	One Friargate
Job Evaluation Code	A6156

Coventry City Council Values
We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation: Open and fair: We are open, fair and transparent. Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be. Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing. Create and innovate: We embrace new ways of working to continuously improve the services we offer. Own and be accountable: We work together to make the right decisions and deliver the best services for our residents. Value and respect: We put diversity and inclusion at the heart of all we do.

Job Purpose
To improve outcomes by leading on the development and delivery of insight, analysis and intelligence to drive change, principally supporting Migration services; working with a wide range of key partners from across the public, private and voluntary sectors; ensuring that this is supported by robust qualitative and/or quantitative data; and putting in place innovative approaches to the presentation and use of customer and behavioural insight and intelligence.

Main Duties & Key Accountabilities

Provide high quality information, intelligence and analysis to support a range of services within your responsibility and partners to inform evidence-based policy and decision making, understand local need and planning and developing services to ensure the best outcomes for residents.

Extract and combine data from different sources and formats; using analytical techniques and intellectual curiosity to explore data, identify trends and relationships, and to make forecasts; presenting findings in a way that engages and informs decision makers.

Lead the provision of data, insight and analysis to inform and support the forming of organisational policy, strategy and transformation.

Communicate clearly about data systems, analysis and findings to a wide variety of audiences at all levels of the Council and partners, including Elected Members, senior officers and practitioners, using online, written and verbal methods.

Provide a professional, creative, solution orientated and responsive service and contribute to the development of a data culture across the Council and partners.

Responsibility for overseeing statutory and regulatory data reporting, ensuring that systems collect data in accordance with reporting requirements (as relevant to work area) and that data products are produced.

Lead the development of data quality monitoring processes on key line of business systems and provide reports to data owners, service managers and commissioners, highlighting issues relating to data quality.

Undertake targeted business analysis activity to support line-of-business system reporting developments and data quality improvement.

Keep up to date with and support the provision of regulatory Council reporting processes and compliance across the Council.

Provide and present performance information to inform senior managers, commissioners and relevant partners to ensure they are aware of performance against key indicators relating to outcomes for people of Coventry, quality of service and resource management.

Proactively seek opportunities to use business intelligence and analytical techniques to challenge existing practice and identify opportunities to improve service delivery (including increasing social or environmental value), reduce costs or increase income.

Support operational delivery and projects in relevant work areas through the provision of business intelligence, reports and analysis.

Developing in-depth knowledge of the services you support, their policies and practice as well as the underlying Management Information systems that they use.
Share skills, promote intelligence work and develop the ability of other staff members, including through training, to access quality information directly. Actively look to continuously improve performance and data reporting making recommendations to the Senior BI and Insight Analyst
Keep up to date with national and regional data and research developments and advise on how these could affect the work of the team, the council and other agencies.
Line manage Insight Analysts within the team to produce high-quality, robust data and analysis.
Any other duties consistent with the role and service requirements.

Key Relationships			
External:	- Partners and Industry/Economy Sector leads - Local Government networks and think tanks. - LGA and Solace - Central Government - Combined Authority	Internal:	- Migration Team - Service Leads across the Council - Digital Services - Transformation and Change team. - All council teams

Standard Information
Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines. Training The postholder must attend any training and undertake any development activities that are identified as mandatory/beneficial to their role.

Responsible for
Data Analyst or BI and Insight Analysts as per service

Person Specification	
Requirements	
Knowledge	• Knowledge of performance and reporting frameworks used in local authorities. • Knowledge of reporting and data systems • Highly competent user of Microsoft Excel and the ability to produce data visualisations, such as Power BI reports. Good Knowledge of other Microsoft packages. Knowledge of SQL • An understanding of data security and confidentiality issues.

Skills And Ability	• Analysis and decision-making skills: the ability to analyse and interpret complex issues and exercise critical judgement in arriving at practical solutions; and the ability to look ahead, assess options and advise others to make plans based on the best options and to work closely with others to secure wider objectives. • Technical knowledge: the ability to develop and implement service evaluation and improvement plans in line with strategic priorities. • Partnership working skills: The ability to form, maintain and enhance partnership working with internal and external stakeholders, networks, and communities to build consensus around key projects. • Information technology skills: the ability to use a range of information technology packages, including MS Office, including an understanding of using IT to improve business reporting and performance management. • Interpersonal and influencing skills: the ability to build rapport and maintain the engagement and commitment of others and to negotiate with a range of parties to secure their support in implementing difficult decisions. • Skills to communicate complex matters in difficult situations, requiring persuasion and influence. • Excellent organisational skills to meet deadlines in the face of competing priorities. • Able to take a lead in understanding and improving processes, procedures, data quality and performance. • Team working skills: the ability to work effectively with others both within and beyond traditional organisational boundaries and contribute effectively to meeting team objectives.
Experience	• Ability to demonstrate relevant experience in a similar role • Previous experience in a Local Authority

Qualification	Degree qualified (or equivalent) in relevant or Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant roles.
---------------	--

Declaration			
Reviewed/Created By:	Paul Ferris		
Job Title:	Strategic Planning Manager	Date:	July 2025