

Job Description and Person Specification

BI and Insight Analyst

Job Details	
Grade	G6
Service	Performance and Planning Directorate
Location	Friargate Coventry
Job Evaluation Code	A6147

Coventry City Council Values
<p>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:</p> <p>Open and fair: We are open, fair and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose

To work as a business insight and intelligence analyst, taking a lead on specific intelligence performance reporting and insights. To support the council to better understand its data through enabling data linkages, modelling and visualisation. You will work closely with relevant services to provide intelligence and insight to make decisions to improve and strengthen their performance.

To ascertain end reporting requirements from the service, based on the service's needs and utilisation of the end report, product or analytical/visualisation application. Consider how we can enable the user to best maximise the data.

To develop specifications based on the service's reporting requirements and connecting to data sources, third-party software and/or data platforms to obtain the required data.

To develop data models to enable the efficient and effective structuring and manipulation of the sourced data.

To produce reports that will visualise the data using for example, charts, tables and/or maps, to meet the specification to understand service performance and to make decisions and take required actions or create planning.

Main Duties & Key Accountabilities
Undertake a range of performance reporting as required across Council activity using analytical tools and producing agreed reporting and charts with analysis and insight to support.
Identify, gather, prepare and use high-quality data from a range of data sources, including (but not limited to) the council's education and social care systems, other county council-held datasets, associated regional and national datasets, and, if needed, published datasets including health, community safety, waste and recycling, demographics, housing and employment
Use feedback from key users such as directors, service heads, policy leads, partners and partnership boards to shape, develop and refine the specific objectives, scope and deliverables of analyses and reporting.
Quality assures the analysis and reporting outputs, ensuring that analyses are accurate and meet best-practice standards.
Develop a knowledge of the wide range of datasets and sources, including their strengths and limitations, and their ability to meet analytical objectives.
Work on projects and data returns under guidance of Senior BI analyst and work with Senior BI and Insight Analyst on the production of significant pieces of intelligence that enable services, strategic leads and partners to deliver their objectives and make informed decisions based on the best available evidence, documenting methodology and ensuring that data are fully referenced.
Apply specialised and technical skills, and a high level of numeracy, to create, analyse and interpret highly complex statistical data and the identification of local trends and contextual issues relating to partnership objectives and priorities.
Produce and develop or support the development of reports and other analytical products such as webpages, dashboards, spreadsheets, maps, presentations, infographics and other tools, seeking and incorporating user feedback where possible.
Present analysis, insights and recommendations clearly and confidently to colleagues, and have an impact on decision-making.

Advise users on the interpretation and the quality of the analysis and findings, drawing conclusions and making recommendations where appropriate Derive meaningful insights and powerful narratives from complex data to shape strategic and operational recommendations.
Summarise and present sometimes complex data analysis to a range of audiences, using the most appropriate dissemination and communication.
Actively promote the use of evidence-based decision-making in the county council and with key partners and partnerships.
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.
Any other duties consistent with the role and service requirements.

Key Relationships			
External:	<ul style="list-style-type: none"> Partners and Industry/Economy Sector leads Local Government networks and think tanks. LGA and Solace Central Government Combined Authority 	Internal:	<ul style="list-style-type: none"> 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

Person Specification

Requirements

Knowledge	Knowledge of performance and reporting frameworks used in local authorities.
Knowledge	Knowledge of reporting and data systems
Knowledge	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
Knowledge	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. Excellent organisational skills to meet deadlines in the face of competing priorities.

Skills And Ability	Technical knowledge: the ability to develop and implement service evaluation and improvement plans in line with strategic priorities.
Skills And Ability	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.
Skills And Ability	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.
Skills And Ability	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 And Ability	Skills to communicate complex matters in difficult situations, requiring persuasion and influence.
Skills And Ability	Able to take a lead in understanding and improving processes, procedures, data quality and performance.
Skills And Ability	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
Experience	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:	Michael Simmons		
Job Title:	BI & Insight Manager	Date:	16/05/2025