Job Description

Job title	Senior Education & SEND Intelligence Analyst
Directorate	PEOPLE : Children and Adults
Division	Public Health
Range	MPR 5
Reports to	Principal Education & SEND Intelligence Analyst

Main purpose of the job:

Contribute to Medway Council's vision to enable Medway residents to get the best start, develop well, and go on to live healthy, fulfilling, independent lives by providing high-quality intelligence and information. This role is also crucial within the Kent and Medway Integrated Care System, collaborating with NHS organisations and key partners to provide data and analysis, ensuring integrated health and social care services that deliver better outcomes for residents.

Lead the creation and maintenance of performance dashboards and reports, ensure compliance with statutory reporting, apply advanced analytical techniques for in-depth data analysis, and deliver clear and engaging data presentations whilst ensuring high levels of data quality and adherence to data protection regulations. Engage with stakeholders to understand their needs and deliver data-driven solutions, leading analytical projects, and staying updated with the latest data sources and analytical tools. Assist in training and development across the directorate, participate in recruitment and induction training, and monitor the performance of team members, providing feedback and arranging appropriate training to aid their professional development.

Liaise with stakeholders in a way that promotes the One Medway Council Plan and embeds our values and behaviours.

Accountabilities and outcomes:

Performance monitoring and data quality: Support and liaise on the creation, maintenance, and development of performance dashboards and reports to support the organisation to understand its performance and enhance decision making. This will include working with a Service Area to ensure the accuracy, reliability, and integrity of data by implementing and overseeing rigorous quality control processes and proposing corrective solutions to ensure accurate and up-to-date information.

Statutory returns and information requests: Ensure the timely delivery of data and information in the required format for statutory and mandatory returns, interpreting guidance and communicating changes to data collections to ensure accurate implementation and report and support the response to Freedom of Information

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(FOI) requests and Subject Access Requests (SARs) ensuring these are delivered in accordance with the legal timeframes.

Data analysis and communication: Conduct in-depth analysis to identify trends, patterns, and insights translating data into actionable recommendations for stakeholders to ensure that decisions are evidence-based and deliver data presentations to all organisational levels in a clear, meaningful and engaging manner, both verbally and in writing, tailored to accommodate both technical and non-technical audiences.

Data protection: Ensure compliance with data protection regulation and council policies by implementing best practices for data security, privacy, and governance throughout analytical processes.

Joint Strategic Needs Assessment (JSNA): Lead on the update of data and products, such as profiles and infographics, for the JSNA to ensure the current and future health and social care needs of the local community are identified, summarised, and accessible for stakeholders.

Stakeholder engagement and project management: Support internal and external stakeholders to understand their analytical needs, define project goals, provide advice, and deliver data-driven solutions. Lead analytical projects from inception to completion with the support of senior colleagues, ensuring timely delivery and high-quality projects that meet business requirements and objectives.

Innovation and excellence: Keep up to date with the latest data sources, emerging analytical tools, and current national evidence, implementing best practice to produce innovative analysis and reporting and enhance effectiveness and efficiency. Support in the training and development of others across the directorate in information and intelligence skills to disseminate knowledge and best practice.

Management and development: Monitor the performance of team members, conduct performance reviews, provide feedback, identify development needs and opportunities, arrange appropriate training, mentor team members to aid their professional development and support the recruitment processes and induction of new team members, and deputising for the Principal Intelligence Analyst as required.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

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To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Principal Education & SEND Intelligence Analyst.

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

If no or limited experience:

- Educated to degree level in related discipline.

If relevant work experience (minimum of 2 years):

- Good general level of education (minimum of 2 A levels, or equivalent, in related disciplines such as maths).

Level B (in addition to level A criteria)

Level C (in addition to levels A and B)

Knowledge

Level A

- Understand statistical and analytical concepts and techniques.
- Knowledge of the key data protection principles and processes, such as including Data Protection Impact Assessments (DPIAs).
- Understand the impact of small numbers on identifiability of data.
- Understand the relational structure of the data in Power BI.
- Understand variability and how it affects the data being analysed.
- A good understanding of equality, diversity and inclusion.

Level B (in addition to level A criteria)

- In-depth knowledge of Service Area data, including data sources, usage and recording practices, as well as a thorough understanding of key workflows and processes.
- Knowledge of Service Area interventions, services, policies, and strategies.
- Good knowledge of relevant tools, applications and systems used, such as R, SQL, Power BI, Excel and case management systems.
- Understand when data can be accessed and shared and know who to approach for advice or approval.
- Understand different geographies and how they can be displayed using point mapping, density mapping, choropleth, isoline maps, etc.
- Understand how geographical boundaries relate to each other.
- Understand how descriptive statistics, such as prevalence and incidence, are interdependent.
- Knowledge of the difference between data analytics automation and data flow automation

Level C (in addition to levels A and B)

- Knowledge of explicative (explanatory) statistical skills.
- Thorough understanding of legislation and statutory requirements relating to Service Area.
- Knowledge of inspection frameworks and their relevance to Service Area and ability to support in preparation.
- Thorough understanding of the legislation that applies to requests for information, including FOIs and SARs.

- Knowledge of the interrelationship between services and service areas, and ensure analysis is complementary.
- Understand the business context and how the results of analysis will be perceived.
- Comprehensive understanding of service operations, plans and strategies, and can effectively support the service in reviewing and developing them.
- Thorough understanding of social, economic, and health inequalities.

Experience

Level A

- Proven experience of working autonomously and as part of a team, with access to advice and guidance when necessary.
- Experience dealing with work-related pressure, for example, from deadlines, interruptions, or conflicting demand.
- Experience in creating detailed analysis, comprehensive reports, and interactive dashboards.
- Experience presenting complex data insights to both technical and non-technical stakeholders.
- Experience of overseeing the work of others and providing training, guidance and direction.

Level B (in addition to level A criteria)

- Experience working within a performance or business improvement environment.
- Proven expertise in leveraging Service Area data sources to conduct complex analyses and generate comprehensive reports.
- Proven experience in leading and supporting analytical projects from initiation to completion, including planning, execution, and reporting, while consistently delivering timely and high-quality outputs.
- Intermediate experience using data analysis tools and software, such as Excel, SQL, R, and Power BI, for data analysis and visualisation.
- Proven experience completing multiple statutory returns, ensuring timely and accurate submissions.
- Proven experience supporting services to reply to requests for information, including FOIs and SARs, ensuring accuracy and compliance with legal requirements.
- Experience managing and training junior analysts and fostering their professional development.

Level C (in addition to levels A and B)

- Hands-on experience with more complex analytical techniques and statistical methods.
- Intermediate experience independently applying the principles of GDPR and information governance, including supporting colleagues with DPIAs.
- Experience integrating inequalities data into more complex analyses and reports, and leading efforts to advocate for better data recording on inclusion.
- Experience working with cross-functional teams, including but not limited to Public Health, Children and Adults, ICT, Finance, etc., to integrate data insights across the organisation.
- Experience of developing and supporting others to complete statutory returns.
- Experience supporting research, evaluations and/or needs assessments.
- Experience of influencing peers and senior managers.

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Skills

Level A

- Proficient in the use of Microsoft packages including Word, Excel, Outlook and Team and be numerate, computer and data literate.
- Strong verbal and written communication skills to convey complex information clearly and effectively.
- Can extract data from multiple sources and can identify if the data is accurate and fit for purpose.
- Can identify a broad range of data quality issues and perform data cleansing and consistency checks.
- Can apply a range of techniques to transform data into valid and purposeful information.
- Can import data into underlying data models in Power BI.
- Able to describe data in an unambiguous fashion.
- Can present analysis with visualisations to give clear messages.
- Can translate technical concepts to a non-technical audience and are comfortable presenting appropriate recommendations.
- Can shape communications relevant to the audience and their requirements using appropriate language and with awareness of bias and possible issues with commonly misunderstood terms.
- Can understand and utilise the appropriate media to communicate findings.
- Can adopt the most appropriate tool for the tasks.
- Able to ensure work is completed to a high standard.
- Able to identify and complete tasks allocated by senior staff, documenting competency and learning in a professional body of work.
- Capable of promoting the relevant professional values at all times and demonstrating compassion for both oneself and colleagues.

Level B (in addition to level A criteria)

- Able to work with the requestor of the analysis to understand the underlying question and apply knowledge to plan the preferred approach to the analysis.
- Can participate in discussions determining which performance measures are appropriate and can turn business needs and goals into performance measures.
- Can make use of appropriate information to help analyse a range of common problem.
- Able to employ a number of problem-solving techniques (e.g. root cause analysis) to identify the reason for unexpected problems and utilise a range of skills to solve these.
- Can identify problems arising from databases and processes and seek out remedies and preventative measures.
- Able to understand the limitations of the systems, both human and digital, from which the data arises and incorporate summary statistics to clarify the meaning of the data and variations within it.
- Able to review and update analysis production methods and documentation following any changes to data, processing or requirements and employ quality assurance techniques to ensure the validity of the results.
- Can plan ahead for further iterations of any analysis.
- Able to reverse-engineer existing analyses and replicate the method and results.
- Can proficiently use technologies/tools, such as R, Excel and SQL, to create, manipulate, and analyse data sets, and can develop sophisticated visualisations.
- Can code to a standard to conduct work independently, such as R, SQL, DAX, etc.
- Can use tools to automate data processing tasks.
- Can actively participate in meetings, representing the intelligence team, making meaningful contributions, and providing feedback to the team.

- Able to develop and maintain positive professional relationships with internal and external colleagues, leveraging strong negotiation skills to achieve mutually beneficial outcomes.
- Can proactively manage workload to ensure deadlines are met.

Level C (in addition to levels A and B)

- Able to learn from mistakes and are confident in sharing those learnings.
- Can seek out development opportunities to learn both individually and as part of a team, sharing knowledge with peers, whilst building people skills into all aspects of daily routines.
- Can engage with team colleagues and the wider analytical community to learn about new tools and techniques.
- Can apply data governance requirements, anonymisation protocols, and follow all data security procedures as mandated.
- Able to apply further explicative statistical skills in order to interpret and describe data effectively.
- Can link to and produce data flow and process maps that show where automation would be beneficial.
- Can utilise associated modules and add-ins to tools, such as R, Python, Excel or SQL, in order to perform complex manipulation and visualisation, data linkage and data quality.
- Can lead meetings, ensuring productive discussions, clear outcomes, and effective follow-up actions.
- Effective line management skills with the ability to motivate and develop others professionally and sensitively.
- Able to confidently represent and deputise for the Principal Analyst as directed.