

Job Description

Job title	Principal Education & SEND Intelligence Analyst
Directorate	PEOPLE : Children and Adults
Division	Public Health
Range	MPR 6
Reports to	Children’s, Education and SEND Intelligence Manager

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 and manage multiple complex analytical projects, ensuring timely delivery and high-quality outputs. Create and maintain performance dashboards, apply advanced analytical and statistical techniques, and project future demand to optimise service delivery. Synthesise evidence from various sources and deliver clear and actionable insights through effective communication to both technical and non-technical audiences. Build strong relationships with stakeholders, foster a collaborative culture, and promote a robust data culture within the Directorate. Additionally, keep up to date with current methodologies and innovations in data analysis, as well as manage the performance and development of team members.

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: Lead and coordinate the creation, maintenance, development, and monitoring of comprehensive performance dashboards and reports, providing deeper and more meaningful insights and enabling the organisation to better understand its performance, address inequalities, and enhance decision-making. This will include monitoring and reporting on the quality of data to ensure its accuracy, reliability, and integrity and providing feedback to practitioners and managers, emphasising the importance of high-quality data and collaborate with the service to drive continuous improvements, ensuring that analysis and reporting are based on robust data.

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Advanced data analysis and insightful communication: Apply advanced analytical and statistical techniques to conduct in-depth analysis and needs assessments to identify trends, patterns, inequalities and insights, ensuring compliance with data protection regulation and council policies by implementing best practices for data security, privacy, and governance throughout analytical processes. This will include delivering data presentations across all organisational levels, ensuring clarity, engagement, and accessibility for both technical and non-technical audiences and translating complex analyses into actionable insights and recommendations for diverse stakeholders facilitating intelligence-led decision-making and continuous improvement.

Summarising evidence and projecting demand: Critically appraise and summarise complex literature, local and national policies, and academic publications with clarity and accuracy to enable the delivery of concise, well-written reports that inform decision-making and policy development. This will also include utilising historical data, service trends, and statistical models to anticipate future demand relating to activity, ensuring projections are accurate and reliable, minimising errors and discrepancies to optimise resource allocation and improved service delivery.

Joint Strategic Needs Assessment (JSNA): Coordinate and contribute to the update of accessible JSNA chapters and design new innovative products to identify and summarise the current and future health and social care needs of the local community.

Statutory returns, information requests and inspection compliance: Manage the timely and accurate delivery of data and information in the required format for statutory and mandatory returns, support the response to Freedom of Information (FOI) requests and Subject Access Requests (SARs) ensuring these are delivered in accordance with the legal timeframes and support preparation efforts for inspections, ensure compliance during site visits, and assist in addressing findings.

Stakeholder engagement and project management: Build and maintain strong relationships with internal and external stakeholders in multi-agency work to understand and meet their analytical needs, identify issues, and develop solutions. This will include leading and managing multiple complex analytical projects from inception to completion with minimal supervision, ensuring timely delivery and high-quality projects that meet business and stakeholder requirements and objectives.

Innovation and promoting data skills: Keep up to date with the latest data sources, emerging analytical tools, and current national evidence and implement latest methodologies to produce innovative analysis and reporting and enhance effectiveness and efficiency. This will also include promoting a robust data culture within the Service Area, supporting the improvement of data literacy and analytical skills among practitioners and managers across the directorate, enabling informed intelligence led decision-making and strategic planning.

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, as well as deputising for the Intelligence Manager 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.

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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.

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 Children's, Education and SEND Intelligence Manager.

The post holder will have line management responsibility.

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:

- Postgraduate or equivalent Level 7 qualification or above in a related discipline.

If relevant work experience (minimum of 5 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 the end-to-end lifecycle and characteristics of the data in the Service Area from origin to delivery to local and national consumers.
- Understand when advanced inferential statistical techniques are needed and the different methods available.
- Good knowledge of data security, data protection, GDPR legislation and best practice.
- An awareness of the One Medway Council Plan.
- A good understanding of equality, diversity and inclusion.

Level B (in addition to level A criteria)

- Extensive knowledge of data in Service Area, including data sources, usage and recording practices, with a comprehensive understanding of key workflows and processes, and the knowledge to identify and implement improvements.
- Good knowledge of Service Area interventions, services, policies, and strategies.
- Advanced understanding of legislation and statutory requirements relating to Service Area.
- In-depth knowledge of inspection frameworks for Service Area.
- Understands when data can be accessed and shared, and who to approach outside the organisation for advice.
- Understands how data linkage and different types of analysis can re-identify or help anonymise data.
- Knowledge of GDPR and consent to process data, including Data Protection Impact Assessments (DPIAs).
- Advanced understanding of the legislation that applies to requests for information, FOIs and SARs.
- Understands the limitations and assumptions behind each advanced inferential statistical technique.
- Understands the role of predictive analytics and their difference from descriptive analytics.
- Knowledge of APIs and how they may benefit automation.
- Good understanding of the One Medway Council Plan to ensure alignment with workstreams.

Level C (in addition to levels A and B)

- Good knowledge of predictive, prescriptive and evaluative analytical techniques.

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- Understands key regression models, cluster analysis, factor analysis, principal component analysis etc.
 - Advanced understanding of service operations, plans and strategies, and can effectively lead the service in reviewing and developing them.
 - Deep understanding of the interrelationship between services and service areas, and ensures analysis is holistic and strategic.
 - In-depth knowledge of social, economic, and health inequalities, including their complexities and impacts.
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Experience

Level A

- Experience in intelligence analysis or a related area, demonstrating a solid understanding of the field.
- Extensive experience in independently managing and executing technically complex projects, resulting in insightful and robust analysis and reports.
- Extensive experience in presenting complex data insights to both technical and non-technical stakeholders, ensuring clarity and actionable understanding.
- Experience using specialist software and tools, such as Excel, SQL, R, and Power BI.
- Experience mentoring, supervising, and training junior analysts, fostering their professional development and contributing to a high-performing team environment.

Level B (in addition to level A criteria)

- Extensive experience utilising Service Area data sources to drive informed decision-making and strategic insights.
- Advanced experience using specialist software and tools, such as Excel, SQL, R, and Power BI, for complex data analysis, visualisation, and reporting, and developing innovative products for service performance monitoring and improvement.
- Experience leading on the creation, maintenance, and development of performance dashboards and reports.
- Hands-on experience with advanced analytical techniques and statistical methods.
- Experience leading complex discussions with stakeholders about analytical projects and approaches.
- Advanced experience independently applying the principles of GDPR and information governance, leading compliance efforts, supporting colleagues with DPIAs, and ensuring data protection standards are met.
- Extensive experience managing statutory returns, ensuring compliance with regulatory requirements.
- Extensive experience supporting requests for information, including FOIs and SARs, ensuring compliance with data protection laws.
- Experience of managing staff, both professionally and pastorally, including setting workloads and objectives, ensuring adherence to policies and procedures, and promoting their wellbeing.

Level C (in addition to levels A and B)

- Experienced in leading the integration of inequalities data across all analytical projects, ensuring its consistent and accurate application, while advocating for enhanced data quality, recording, and reporting of inequalities data.
- Experience coordinating and contributing to needs assessments, evaluations and/or research.
- Experienced in supporting efforts to create a robust data culture within the service area.
- Experience in helping to improve data literacy and analytical skills among practitioners and managers across the directorate.
- Experience of providing specialist advice and guidance on advanced analytical and statistical techniques.

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- Experience implementing current methodologies and innovative approaches to enhance operational efficiency and effectiveness.
 - Extensive experience of coproduction with internal and external partners.
 - Extensive experience collaborating with cross-functional teams, including Public Health, Children and Adults, ICT, Finance, etc.
 - Experience influencing at all levels within the organisation.
 - Experience of supporting services before, during and after statutory inspections.
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Skills

Level A

- Proficient in the use of Microsoft packages including Word, Excel, Outlook, PowerPoint and Teams.
- Advanced numeracy, computer literacy, and data literacy skills to handle complex datasets and analytical tools with proficiency.
- Can work with the requestor of the analysis to examine the underlying question ensuring requests are appropriate and achievable, and apply knowledge to generate an approach to the analysis.
- Can specify how data should be cleansed and prepared and ensure processes and documentation reflect this to ensure valid and replicable results.
- Able to understand and can communicate the limitations of the data and how it can be enriched to deliver more relevant information.
- Able to determine which tools and techniques to use to explore or solve a variety of business issues.
- Able to apply a range of techniques to analyse data and provide insight.
- Capable of identifying when geographical mapping is appropriate and can combine it with other visualisation methods to create greater impact.
- Can produce dynamic maps based on changing data.
- Able to understand how information can be misunderstood or misrepresented and understand how to convey uncertainty in findings.
- Exceptional verbal and written communication with the ability to turn complex data analyses into clear and compelling messages, and present those analyses with visualisations to communicate complex messages.
- Able to summarise and communicate accurate information to diverse technical and non-technical audiences.
- Able to tell a story using data.
- Can proactively communicate findings and encourage utilisation of data for business decision-making.
- Able to interpret predictive analysis produced by others and communicate with stakeholders.
- Effective line management skills with the ability to motivate, develop and direct others professionally and sensitively.

Level B (in addition to level A criteria)

- Able to use advanced coding and debugging skills in tools, such as R, Python, Excel or SQL.
- Can use underlying coding, such as mCODE, DAX, etc., to create the most efficient datasets to visualise.
- Able to produce complex data models and visualisations in R, Python, Excel or SQL, whilst ensuring accurate linkage and data quality.
- Able to link directly to source data using appropriate tools for data automation.
- Capable of developing deeper expertise in relevant tools, applications and systems and can share knowledge with others.
- Can produce indicators and metrics that clearly measure what is require.

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- Can apply reliability and validity assessments to descriptive and explanatory analysis.
- Able to select the most appropriate methods of visualisation for descriptive and explanatory analysis.
- Can integrate qualitative and quantitative data to augment analysis, develop complex models and devise hypotheses for testing.
- Able to cultivate and sustain positive professional relationships with internal and external colleagues, leveraging advanced negotiation skills to achieve mutually beneficial outcomes.
- Can communicate negative and positive information to stakeholders and knows how to facilitate discussions within multidisciplinary teams.
- Can apply a range of statistical practices and advise on best practice and guide others to a high standard.
- Able to share knowledge to help others develop analytical skills.
- Able to assess own training requirements and those of less experienced colleagues and proactively identify relevant learning opportunities.
- Able to act as a role model and mentor junior colleagues or direct reports due to suitably advanced analytical skills and business awareness.
- Capable of embracing opportunities to add to the variety of services the team provide.
- Can confidently represent the intelligence team at meetings and boards, making meaningful contributions, providing insights, and feedback to the team.

Level C (in addition to levels A and B)

- Can apply deep understanding of business goals and can turn these into performance measures.
- Able to deconstruct complex business issues and lead on the development of performance measurement regimes.
- Ability to look beyond initial requirements, challenge assumptions and generate insight.
- Able to give tactical and strategic recommendations that influence audiences.
- Can proactively engage with stakeholders to explore their needs, search for complementary data sources, explore the limits of the available data and promote business decision-making based on the data.
- Able to analyse the causes for a range of complex problems and utilise analytical techniques to solve them including developing new processes that have not previously been attempted.
- Can apply the correct advanced inferential statistical techniques to the business questions and explain the limits and assumptions behind each technique.
- Able to select and use the appropriate techniques in predictive analytics, including regression methods, and use them with different data types.
- Able to peer-review colleagues' analysis to ensure quality and consistency.
- Capable of engaging with the wider analytical community to seek out new tools and techniques and translate those to local applications.
- Able to actively engage in the wider analytical community by networking and sharing work with peers.
- Able to support colleagues in reflective practice, signpost opportunities to build their portfolio of work and advocate for professional registration.
- Able to act as an advocate for professional values and standards and promote well-being amongst colleagues.
- Able to confidently represent and deputise for the Intelligence Manager as required.