**WEST YORKSHIRE FIRE & RESCUE SERVICE**

# JOB DESCRIPTION

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| **POST TITLE:** | Digital Data Analyst |
| **GRADE:** | 6-7 |
| **RESPONSIBLE TO:** | Digital Systems and Intelligence Manager |
| **RESPONSIBLE FOR:** | n/a |
| **PURPOSE OF POST:** | To work with the organisation to design, develop and deliver effective Power BI reporting, dashboards and data visualisations. To identify trends in reporting to assist the organisation in proactively meeting its performance goals. |

##### MAIN DUTIES AND RESPONSIBILITIES

1. Work with departments to establish and document their data and reporting requirements.
2. Work with the development team, ICT Project Manager and ICT Business Analyst to determine what data sources are available and help identify gaps between data sources and reporting requirements.
3. Transform reporting requirements into reports in the most appropriate format utilising Power BI and any other tools needed.
4. Work closely with the SIAT team to ensure compliance and assurance requirements are identified and met. E.g. HMICFRS.
5. Model fire cover scenarios and develop processes to provide risk information for a range of service requirements using a range of appropriate software including GIS
6. Extract and analyse various datasets from the Fire Control system including point to point journey time analysis, order of turnout matrix data etc.
7. Undertake data analysis, making and presenting recommendations to a wide audience including senior officers to assist in decision making.
8. Utilise the tools available to take users through a compelling data-driven story that answers their questions and raises their understanding of their performance.
9. Proactively identify issues and trends which might affect service and Directorate priorities.
10. Take ownership of complex inquiries to ensure they are addressed and resolved in a timely manner.
11. Encourage ideas from a wide range of sources and stakeholders, both internal and partner agencies, to develop solutions to problems.
12. Identify issues, consider risks and develop solutions through detailed in-depth information gathering and a high level of analysis.
13. Build dataflows to enable common data models with reusable datasets.
14. Mentor / cross-skill other team members.
15. Provide technical consultancy on projects.
16. Convey complex information to others and take steps to ensure understanding, reinforcing and supporting implementation where needed.
17. Work with the ICT Training Coordinator to develop and deliver Power BI user training.
18. Proactively seek and act on feedback to evaluate and find solutions to improve performance.
19. Create and maintain all required documentation.

**Second area:**

1. To Implement and promote the Authority’s:
2. Health and Safety policies
3. Equality and Diversity policies
4. Information Security Management System policies
5. Safeguarding policies
6. Business continuity policy and contingency arrangements
7. To demonstrate and uphold the service values and to promote the organisation in a positive manner.
8. Ensure functions can be maintained when disruptive events occur through the implementation of arrangements specified in the business continuity strategy/policy.
9. Responsibility for ensuring any data produced in relation to the post is accurate, relevant and timely.
10. Responsibility to ensure full compliance with the General Data Protection Regulation and Data Protection Act 2018 and to ensure data security is maintained.
11. Undertake any other duties commensurate with the grade of the post as directed by line management.

**PERSON SPECIFICATION/SHORTLISTING CRITERIA**

In the supporting statement section of the application form give clear, concise examples of how **you meet all of the Essential person specification criteria** (i.e. items you must be able to do from day one to be able to do the job), **identified as ‘Application’ in order to be shortlisted for this vacancy**. If a large number of applications are received, only those who also meet the Desirable criteria, identified as ‘Application’, will be shortlisted, i.e. criteria you need to do the job, but which could be learnt during training.

Please list or number the person specification competency criteria against which you are providing evidence/examples in order to structure your supporting statement in a well organised way.

There may be some criteria that are identified through ‘Selection Process’ only. **You will only be assessed on these criteria later during the selection process and not from your application form**, this may involve tests, presentations, interview etc.

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|  | **Experience** | **Essential/ Desirable** | **Where Identified** |
|  | Demonstrable experience of data analysis, trend analysis, performing complex calculations and providing information in a variety of formats to meet specific requirements. | Essential | Application & Selection Process |
|  | Demonstrable experience with developing reporting and dashboards using a variety of solutions. | Essential | Application & Selection Process |
|  | Demonstrable experience of taking client requirements, understanding them, and turning them into a powerful story told through engaging visuals appropriate for the audience. | Essential | Selection Process |
|  | Experience of implementing new approaches and processes within an organisation. | Essential | Selection Process |
|  | Experience of working in collaboration with stakeholders to implement change or delivery of projects. | Essential | Selection Process |
|  | Experience of analysing data to evaluate options and provide solutions. | Essential | Selection Process |
|  | Demonstrable knowledge/experience of managing and optimising Power BI solutions in an enterprise context. | Desirable | Application |
|  | Experience of working in a blue light or public sector environment. | Desirable | Application |
|  | Good understanding of the principles of relational databases | Essential | Selection Process |

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|  | **Education and Training** | **Essential/ Desirable** | **Where Identified** |
|  | Qualification in data analytics / data modelling or equivalent working experience. | Essential | Application & Selection Process |
|  | Strong technical skills working and manipulating large data sets using a variety of data modelling tools and building SQL queries. | Essential | Application & Selection Process |
|  | High level of mathematical ability to analyse, model and interpret data | Essential | Application & Selection Process |
|  | Project management qualification or relevant experience. | Desirable | Application |
|  | Experience of working in a Power BI Developer role, designing, creating and managing BI Data Warehouses. | Desirable | Application |
|  | Experience of using Geographical Information Systems (GIS) to manipulate and present spatial data eg Map Info, QGIS, Cadcorp | Desirable | Application |

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|  | **Special Knowledge and Skills** | **Essential/ Desirable** | **Where Identified** |
|  | Confident in communicating with stakeholders of all levels including the ability to advise, influence, extract information, train and support clients where necessary. | Essential | Application & Selection Process |
|  | Effective oral and written communication skills | Essential | Application |
|  | The ability to critically think and uncover connections in datasets that are not always apparent | Essential | Selection Process |
|  | Ability to carry out and follow unsupervised research into a variety of data analysis techniques, models and principles | Essential | Selection Process |
|  | Ability to work as part of a team and under own supervision. | Essential | Selection Process |
|  | Demonstrate commitment to good data quality within all areas of work. | Essential | Selection Process only |
|  | Demonstrate an understanding of the importance of equality and diversity to WYFRS as an employer and service provider | Essential | Selection Process only |
|  | Demonstrates commitment to taking a leading role in driving forward WYFRS’ commitment to equality of opportunity, diversity and inclusion. | Essential | Selection Process only |
|  | Demonstrate an understanding of and ability to implement Health & Safety at work. | Essential | Selection Process only |
|  | To hold and maintain a current full UK valid car driving licence. | Desirable | Application & Selection Process |

**Date updated/written April 2022**