

## ROLE PROFILE



<b>Role Title:</b>	Business Intelligence Analyst
<b>Grade:</b>	Scale 6/SO1
<b>Responsible to:</b>	Manager - Business Intelligence
<b>Responsible for:</b>	No Supervisory Responsibility
<b>Liaison with:</b>	Police Officers, Police Staff, General Public, External Organisations, Agencies and Partnerships
<b>Date Published:</b>	11 <sup>th</sup> September 2018

<b>Role Purpose</b>	As an expert user of the Business Intelligence reporting software, support and liaise with all internal and external customers, providing practical solutions to local or national demands, ensuring that staff have access to the information they need to perform their roles effectively and in a timely manner. Turning data into information through the production of business reports that are tailored to the needs of their audience.
<b>Main Responsibilities</b>	<b>Advice and Guidance</b> <ul style="list-style-type: none"> <li>• Give advice and guidance to customers, on the phone, face-to-face and electronic, on related area of work following standard procedures</li> <li>• Investigate problem/issue(s) and provide appropriate solution(s)</li> <li>• Provide adequate support to users as directed</li> <li>• May involve inspecting and reviewing situations for compliance</li> <li>• May involve interacting with and pro-actively supplying information to community groups and members of the public</li> <li>• May involve taking and/or advising on appropriate action within remit</li> <li>• May involve responding to escalated queries from members of the public</li> </ul>
	<b>Customer Service and Representation</b> <ul style="list-style-type: none"> <li>• To present a positive image and service to both internal and external customers</li> <li>• Individuals are required to effectively engage with internal and external customers at all levels, in order to provide a high quality standard of service</li> <li>• Maintain confidentiality in relation to data protection issues and Management Of Police Information standards</li> </ul>
	<b>Organisation/Planning</b> <ul style="list-style-type: none"> <li>• Plan and organise allocated own work</li> <li>• Co-ordinate with other team members</li> <li>• Contribute to departmental subject/functional/unit plan</li> <li>• Develop and implement sub project plans</li> <li>• Develop and agree a course of action covering the short and medium term</li> <li>• To organise and schedule events/meetings as directed</li> </ul>
	<b>People Management</b> <ul style="list-style-type: none"> <li>• May monitor and allocate workload and monitor performance</li> <li>• Coach and mentor others</li> <li>• Quality assure the standard of work of the team</li> </ul>

	<b>Processes</b>
	<ul style="list-style-type: none"> <li>• Adapt and refine work practices and procedures in own area</li> <li>• To follow, create, amend, improve and quality assure processes for use by self and others</li> <li>• Ensure various transactions are processed</li> </ul>
	<b>Research/Investigation</b>
	<ul style="list-style-type: none"> <li>• To undertake research on legislation/ complex/ sensitive/ contentious specific subject matters</li> <li>• Present recommendations</li> <li>• Gather and analyse information and provide results for further analysis</li> <li>• To carry out investigations of relevant problems, queries and/or situations</li> <li>• Follow-up enquiries as directed</li> </ul>
	<b>Risk Management and Legal Compliance</b>
	<ul style="list-style-type: none"> <li>• Identify risks within own remit.</li> <li>• Identify controls to mitigate risks and provide feedback.</li> <li>• Comply with legislation.</li> </ul> <p>In addition, the post holder must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity, change the general character or level of responsibility of the post.</p>
<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Must be educated to degree level or demonstrate equivalent skills and abilities.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Qualifications in mathematics or statistics, or subjects where these represented a significant element of the coursework.</li> <li>• Recognised qualification in project management or ability to evidence previous experience in project management.</li> </ul>
<b>Skills</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Must be highly numerate</li> <li>• Excellent oral and written communication skills and be able to communicate complex information to diverse audiences effectively in a calm and patient manner</li> <li>• Experience of managing a range of diverse functions and delivering solutions within specific timeframes</li> <li>• Must be able to evidence an ability to solve problems</li> <li>• Must have excellent organisational skills and be able to manage many complex and competing issues simultaneously.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Welsh Language Level 2 - Can understand the essence of a conversation in Welsh, and can convey basic information and respond to simple requests in Welsh. Can use Welsh to transfer telephone calls. Can introduce oneself and others by name, role, and location/organisation. Can contribute in a meeting partly in Welsh.</li> </ul>
<b>Knowledge</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• An understanding of relational data concepts and their implications for management reporting</li> <li>• Ability to demonstrate knowledge and understanding of the business,</li> </ul>

	<p>systems and interdependencies</p> <ul style="list-style-type: none"> <li>• Must have a working knowledge of the Data Protection Act, Computer Misuse Act and appreciate the restrictions involving data security</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience with police I.T. applications.</li> </ul>
<b>Personal Qualities</b>	<p><b>Serving the Public</b></p> <p>Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests</p> <p>Understands the expectations, changing needs and concerns of different communities and strive to address them</p> <p>Builds public confidence by talking to people in local communities to explore their viewpoints and break down barriers between them and the police</p> <p>Understands the impact and benefits of policing for different communities and identifies the best way to deliver services to them</p> <p>Works in partnership with other agencies to deliver the best possible overall service to the public</p> <p><b>Professionalism</b></p> <p>Acts with integrity, in line with values of the Police Service</p> <p>Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations</p> <p>Acts on own initiative to address issues, showing a strong work ethic and putting in extra effort when required</p> <p>Upholds professional standards, acting honestly and ethically and challenges unprofessional conduct or discriminatory behaviour</p> <p>Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required</p> <p><b>Openness to Change</b></p> <p>Positive about change, responding flexibly and adapting to different ways of working</p> <p>Finds better, more cost effective ways to do things, making suggestions for change</p> <p>Takes an innovative and creative approach to solving problems</p> <p>Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge</p> <p><b>Service Delivery</b></p> <p>Understands the organisation's objectives and priorities and how work fits into these</p> <p>Plans and organises tasks effectively, taking a structured and methodical approach to achieving outcomes</p> <p>Manages multiple tasks effectively by thinking things through in advance, prioritising and managing time well</p> <p>Focuses on the outcomes to be achieved, working quickly and accurately and seeking guidance when appropriate</p> <p><b>Decision Making</b></p> <p>Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations</p> <p>Considers a range of possible options before making clear, timely,</p>

	<p>justifiable decisions</p> <p>Reviews decisions in light of new information and changing circumstances</p> <p>Balance risks, costs and benefits, thinking about the wider impact of decisions</p> <p>Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest</p> <p><b>Working with Others</b></p> <p>Works co-operatively with others to get things done, willingly giving help and support to colleagues</p> <p>Is approachable, developing positive working relationships</p> <p>Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively</p> <p>Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations</p> <p>Is courteous, polite and considerate, showing empathy and compassion</p> <p>Deals with people as individuals and address their specific needs and concerns</p> <p>Treats people with respect and dignity, dealing with them fairly and without prejudice taking a non judgemental approach regardless of their background or circumstances</p>
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All individuals of South Wales Police must display the qualities to be able to work in an organisation with minority groups and provide service to minority groups in communities. They must show that they are able to contribute to an open, fair working environment where inappropriate behaviour is not permitted. They must display no evidence of the likelihood to contribute in any way to work place bullying or any other form of discriminatory behaviour.

### Method of Assessment

When completing your application please ensure you only complete the sections marked below as these are the sections you will be marked against for the shortlisting stage of your application.

Qualifications	Yes
Skills	Yes
Knowledge	Yes
Personal Quality – Serving the Public	
Personal Quality – Professionalism	
Personal Quality – Openness to Change	
Personal Quality – Service Delivery	Yes
Personal Quality – Decision Making	Yes
Personal Quality – Working with Others	