

Job Description

Job Title	Data Analyst
Directorate	Strategy and Change
Service Area	Customer and Web Technology
Grade	6
Competency Level	1
Salary	
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	N/A
Job Evaluation Ref No	

Job Purpose

Lead on the collection, processing, analysis and reporting of data across Customer and Web Technology and associated matrix-supported functions. Restore dedicated analytical and reporting capacity, deliver dashboards and data-driven insight, and support adoption, business engagement and ongoing value from Ardoq. Contribute to Business Analysis and UX development through qualitative and quantitative analysis, continuous improvement and post-implementation reporting.



Directly Responsible For:

N/A

Directly Responsible To:

Senior Technical Architect

Main Areas of Responsibility:

- Lead reporting and analysis of Customer and Web Technology data
- Deliver dashboards, reporting and data-driven insight that support Ardoq adoption, stakeholder buy-in and business engagement
- Analyse and visualise Ardoq data to help stakeholders understand applications, services, technology dependencies and organisational information, and to support evidence-based decision-making
- Support the quality, completeness and currency of Ardoq data, including monitoring data sources, identifying quality issues and working with data owners and stakeholders to resolve gaps
- Develop regular and ad hoc reporting from Ardoq and associated data sources to communicate trends, dependencies, risks and opportunities to technical and non-technical audiences
- Provide matrix analytical services to Customer and Web Technology and, where required, PMO and BRM functions, aligning priorities with the line manager and relevant service leads
- Within projects, analyse client data and processes, improve data quality, classification and reporting, and liaise with project managers and clients at all levels
- Maintain knowledge of digital data-collection tools and the measures they provide

- Assist in developing and adopting service-level data management standards and identify opportunities to automate data handling, reporting and analysis
- Implement consistent website tracking across Liverpool City Council digital assets, supported by Customer and Web Technology colleagues where tracking is complex or script-based
- Use appropriate analysis, reporting and data-extraction tools, including Excel, SQL Server, Power BI and web analytics tools
- Summarise and present analysis, findings and recommendations to a wide audience in person and through written reports
- Design and develop dashboards and data visualisations, including mapping-based visualisations, to communicate data-driven stories
- Explore data and apply appropriate analytical techniques, including benchmarking, time series, data matching, information retrieval and text analytics
- Identify, extract, match, combine, aggregate and abstract data to build analytical datasets; develop data models and queries; and work with large, complex and linked datasets, including data migration
- Lead data quality checking and cleaning, ensuring consistency and accuracy, and provide standards and guidance for collecting usable, standardised and unbiased data
- Gather information and perform ad hoc analysis to answer business questions and derive insights that inform Business Analysis, UX development, decision-making, project work, digital improvements, customer experience, benefits, savings and efficiencies
- Maintain knowledge of Customer and Web Technology data sources, their valid use and data quality issues, and provide guidance on use
- Compile and, where necessary, devise metrics from across Liverpool City Council service areas to improve understanding of council-wide digital activity
- Maintain the quality and effectiveness of regular service-level and corporate-level reporting of council-wide digital activity against performance targets,

extracting and coordinating data from varied sources and monitoring changes in data sources

Supervision and Management Responsibility:

N/A

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- This role involves the use of Display Screen Equipment (DSE), including screen, keyboard and mouse, and may involve sitting for long periods while using DSE

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement

- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at competency level 1.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Knowledge and understanding of tools and techniques for data management, collection, cleaning, processing, analysis and visualisation (IA)
- Educated to degree level or with equivalent relevant experience (IA)

Desirable

- Knowledge of data governance
- A willingness to undertake appropriate personal and professional development

Experience

Essential

- Experience of developing dashboards and insight to support adoption, engagement and decision-making (IA)
- Experience of working with stakeholders across service, project, PMO or business relationship functions to define reporting needs and communicate findings (IA)
- Experience of maintaining data quality and producing reporting from structured business or enterprise data sources (IA)

- Proficient in MS Excel, with an ability to use tools such as SQL and a range of reporting tools and software (IA)
- Ability to match and combine several data feeds to identify key metrics and trends (IA)
- Ability to convert raw data into information and interpret and explain findings to non-technical users (IA)
- Ability to translate business needs into requirements for data and metrics (IA)
- Experience in web data analytics and using web analytics tools and techniques to identify user behaviour, trends and areas for improvement (IA)

Skills/Abilities

Essential

- Ability to turn connected application, service, technology and organisational data into clear dashboards, reports and actionable insight (IA)
- Ability to explain data dependencies, quality issues, trends and recommendations clearly to technical and non-technical stakeholders (IA)
- Proficient in MS Excel, with an ability to use tools such as SQL and a range of reporting tools and software (IA)
- Ability to match and combine several data feeds to identify key metrics and trends (IA)
- Ability to convert raw data into information and interpret and explain findings to non-technical users (IA)
- Ability to translate business needs into requirements for data and metrics (IA)