

MIDLANDS CONNECT JOB DESCRIPTION

Post Title	Data Lead
Reporting to	Head of Strategy
Team	Data Team
Direct Reports	4
Contract Status	Permanent

ROLE PURPOSE

Team leader for the Data Team - To own all aspects of developing and applying the Midlands Analytical Framework and leading the Data Team. The role is central to Midlands Connect's core value of being 'evidence led'.

ACCOUNTABILITIES

People Management

- Lead, motivate and develop a diverse team of specialists, setting objectives, managing performance and ensuring that staff have the necessary skills to deliver organisational objectives.
- Contribute to the leadership of the technical function, taking responsibility for specific functional matters as agreed, to deliver consistent and effective leadership at Midlands Connect.

Technical Leadership

- Act as a leading technical expert for Data Team within Midlands Connect, providing advice and expertise internally on technical matters, in order to develop capacity and capability within Midlands Connect and partner organisations.

Technical Service Delivery

- Develop operating plans/resource plans for the Data Team, to ensure it is able to meet the needs of the customers / stakeholders / partners and support Midlands Connect in the achievement of its strategic objectives.

Analysis and Design

- Lead strategic analysis from complex data sources, identifying key themes and requirements to develop strategic design solutions and/or a comprehensive evidence base to support policy and strategy development, wide strategic economic case making or strategic programme decision-making.

Research

- Lead research and development for the organisation, working closely with stakeholders and partners in undertaking analytical investigative approaches, in order to compile evidence that will inform the delivery of major transport investments across the Midlands.

Project Management

- Act as programme/project sponsor and provide oversight to a portfolio of programmes/projects across the function, identifying interdependencies and opportunities.

Policy, Process and Systems

- Lead the development and implementation of policies, processes and systems in order to ensure they are in line with strategic business objectives.

Risk Management and Compliance

- Identify, assess and understand the compliance implications of all activities within the technical service, taking relevant action to ensure the leadership of a compliant service which operates with an appropriate attitude to risk.

Financial Management

- Develop and agree budgets for the Data Team managing and monitoring outcomes to ensure that resources are appropriately deployed and ensure that financial targets are met.

External Representation

- Represent Midlands Connect as a lead technical expert within the wider community at events, working groups or other agencies, influencing on behalf of the organisation and using expertise to support strategy development and evidence base development.

Collaboration and Networking

- Develop strong relationships with a wide range of external partners and stakeholders across the Midlands and nationally, working with external bodies to identify regional challenges, contribute to decision-making and support the development of business cases.

RESPONSIBILITIES

Lead and oversee the design and development of database systems

- Use your experience to lead and oversee the development of data models and database normalisation.
- Lead the development and design of databases that integrate data from various sources.
- Lead in ensuring that all data (Data Team) outputs are accessible, manageable and supported with the appropriate level of metadata and documentation.
- Lead in ensuring databases are linked with all required modelling activities.
- Experience of cloud computing.

Co-ordinate and control statistical modelling and bespoke analysis

- Co-ordinate and control the development of specialist tools and techniques for bespoke analysis of user behaviour.

- Control and co-ordinate the design and development of spreadsheets, databases and scripts for modelling across the Data Team ensuring agreed team standards for all such outputs are continually adhered to.
- Lead the application various approaches adopted by the Data Team in terms of using data to gain quantitative insight on user behaviour.
- Lead the utilisation of different techniques for forecasting future trends.

Leads the development and analysis of Geographical Information Systems (GIS)

- Co-ordinate and lead the development, deployment and application of specialist tools and techniques required to support geo-spatial data analysis capabilities.
- Lead the development and management of geo-databases, and geo-referencing systems to meet all required client and stakeholder needs and requirements.

Lead trend-based analysis

- Lead analysis of diverse and 'noisy' datasets in relation to longitudinal datasets including statistical and trend analysis.
- Lead specific research in relation to trend analysis to include the identification and sourcing of relevant datasets, the statistical analysis, interpretation and reporting of results.

Lead the analysing survey data

- Co-ordinate and oversee the examination and analysis of all existing datasets and where appropriate overlay with other internal or external data sources to bring the data to life from a geographic and profiling perspective.
- Knowledge of sample design, including random probability sampling and structured sampling using quotas or segmentation; of testing the representativeness of their sample against the survey population; and of developing and applying appropriate weighting criteria to survey results.

Lead scripting and batching analysis

- Provide guidance and oversight to the team in relation to computer coding and scripting languages to transform data, and develop analysis using maintainable code structures.
- Experience in batching script to run repeated analysis in an efficient manner, including understanding of distribution across computer resources.
- Experience using version control systems, including using Git or similar.

Lead in collaborative and agile working

- Lead the Data Team to develop all analytical products.
- Lead all data analytics and modelling within a collaborative and analytical development environment, liaising with both technical and non-technical stakeholders.
- Lead the development and application of agile principles and processes across the Data Team.
- Lead engagement with project managers across Midlands Connect to ensure consistent application of data analytics and modelling tools and outputs.
- Lead the use of framework contracts with Midlands Connect 's consultants, including leading the development of supplier briefs for all Data Team requirements.

Lead an Integrated approach to data analytics and modelling

- Lead the work of all team members to ensure an integrated approach is taken between data analytics and modelling, and the wider impacts of transport.
- Ensure that all data analytics and modelling undertaken by the Data Team is made available for transport appraisal and wider analysis.
- Knowledge of developing and deploying all analysis of the economic, social and environmental impacts of transport proposals, aligned to environmental objectives and targets set-out within Midlands Connect's Strategic Transport Plan.

Corporate capabilities on modelling

- Lead the monitoring of all key technical developments and guidelines to ensure Midlands Connect's data analytics and modelling is fit-for-purpose.
- Continually assess current skills and tools, and where appropriate ensure that new capabilities are acquired.
- Share new skills and knowledge across the directorate.

Lead all Team Reporting

- Lead and oversee the production of high-quality reports and presentations for technical and 'lay' audiences, summarising complex data analytics and modelling.

COMPETENCIES**Corporate**

- Corporate Governance
- Working with People
- Living the Values
- Delivery Results and Meeting Expectations
- Creating and Innovating

Role Specific

- Analysing and Evaluating Information
- Cross functional awareness
- Networking
- Projecting Credibility

PERSONAL SPECIFICATION

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Substantial and successful senior management experience in developing data insights.	X		X	X	
Substantial experience of data strategy – seeing the big picture.	X		X	X	
Strong experience of enterprise and systems thinking – strong documentation, lineage and blueprints.		X	X	X	
Strong experience of data sharing, acquisition and compliance – building sustainable supply-chains.		X	X	X	
Substantial experience of data quality – proportional quality control.	X		X	X	
Substantial experience of data infrastructure – empowering users to build actionable insights.	X		X	X	
Strong knowledge of transport data and evidence bases.	X		X	X	
Proven track record of senior management and service planning in data insights.	X		X	X	
Extensive track record of delivering large and complex projects, including experience of programme management and delivering work across organisational borders.	X		X	X	
Substantial experience of leading the development of the most complex technical outputs, requiring the development of novel solutions, and inputting into the development of strategies/plans/business cases.	X		X	X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Ability to interpret complex data from diverse sources and identify key strategic themes/develop solutions.	X		X	X	
Reputation, ability and confidence to represent Midlands Connect in public, professional and stakeholder forums at a national level.	X		X	X	
Demonstrated effectiveness in managing complex working relationships with external stakeholders (such as agency partners) including at a national level.	X		X	X	
Demonstrated effectiveness in managing working relationships with internal stakeholders at a senior level.	X		X	X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Degree in a relevant subject or equivalent experience.	X		X		
Professional qualification or equivalent experience		X	X		

* Application

** Interview

*** Details will be shared at interview stage

CORE EXPECTATIONS

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

HEALTH AND SAFETY

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

EQUALITY AND DIVERSITY

To promote and champion equality and diversity in all aspects of the role

LEARNING AND DEVELOPMENT

To participate in and take responsibility of any learning and development required to carry out this role effectively.

PERFORMANCE MANAGEMENT

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (GENERAL DATA PROTECTION REGULATION)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

OTHER

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis.