



Job Description

Job Title:	Senior Geographical Information Systems (GIS) Analyst
Directorate/Team:	Data Insight / Technology & Insight
Location:	16 Summer Lane or other site/location
Responsible to:	Principal GIS Analyst
Responsible for:	Up to 2
Key working relationships: (internal)	Data Insight Service, WMCA Housing, regeneration and environment teams, TfWM
Key working relationships: (external)	West Midlands Local Authorities, National GIS industry bodies

Purpose of the Post

To deliver geospatial insight and analysis within TfWM, providing project and technical leadership to ensure best-in-class spatial analytics. These analytics will support policy development, transport modelling, and operational analysis for TfWM, the Combined Authority and its external partners.

Accountabilities

- Leading geospatial analytics projects in TfWM and to support our partners.
- Lead and develop high-quality business solutions and articulate and quantify business impacts in a tangible manner which allows stakeholders to make data driven decisions.

Responsibilities

Strategic

- Take a key role in the GIS centre of excellence that brings together best practice from across the whole organisation.
- To establish, lead and deliver data insight projects to ensure delivery on time and on budget.
- To specialise in the analysis of spatial and geo-referenced datasets, seeking to correlate and integrate these with other secondary and primary data sources in order to generate insight
- Design, develop and maintain GIS web applications to help stakeholders' planning and decision making
- Ensure consistent, maintainable data requirements are defined and delivered during design and once 'live'.
- Maintain the integrity of the GIS database using quality control procedures and the management of data assets.
- Work flexibly and with integrity to meet the needs of the WMCA and the Data Insight Service.
- Seek to continually improve processes both within the GIS team and liaising with wider team and colleagues to identify opportunities for improvement

People

- Manage up to two direct reports to achieve the objectives of the role, whilst supporting the individual's learning needs, and developing their strengths.
- Develop partnerships/relationships and maintain liaison with a network of partners, suppliers and stakeholders to maximise benefits and opportunities for the West Midlands.
- Respond efficiently to requests for data from colleagues, partners and stakeholders as appropriate.
- Develop and deliver training and support to users of the GIS spatial asset management data tools
- Work collaboratively with stakeholders on GIS product development

- Represent the WMCA in a professional manner.

Operational

- Lead the team assigned to a spatial analytics project to ensure it is delivered on time and on budget
- Lead the projects that result from requests for data from colleagues, partners and stakeholders as appropriate.
- Lead in the application of new data analysis and reporting systems and techniques for monitoring the efficiency and effectiveness of projects across the Combined Authority.
- Develop and maintain GIS web applications for staff, stakeholders and the public where appropriate.
- Generate a variety of specific, presentation-quality maps for meetings and reports.
- Write programmes/scripts to automate GIS processes and workflows
- Write detailed reports to provide detailed spatial analytics to support policy, modelling and operational demands
- Deploy a variety of analytical tools, techniques and methods to ensure that live or near to live data can be utilised interactively by broad range of professional, academic and public users.
- Review and improve existing systems and collaborate with teams to integrate new systems.
- Continually review intelligence requirements and propose actions to fill gaps in knowledge.
- Adhere to data management processes to ensure GIS database integrity.
- Input to specifications for supplier engagement and liaise with suppliers during commissions.

Financial

- Ensure GIS projects are delivered to time (and therefore cost)
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Represent the WMCA in a professional manner.
- Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience					
Previous employment using GIS in a commercial environment.	X		X	X	
Experience with ESRI ArcGIS Enterprise platform including Desktop, Server and Online.	X		X	X	
Experience with QGIS.	X		X	X	
Experience of data capture, analysis and management of complex datasets across a variety of applications.	X		X	X	
Experience of designing and developing web-based mapping solutions.	X		X	X	
Experience of collecting and validating intelligence, assessing the credibility of information and reliability of sources.	X		X	X	
Experience of using PostGIS databases.		X	X	X	
Experience and knowledge of transport datasets and APIs would be advantageous.		X	X	X	
Skills / Knowledge					
To be excellent at analysing complex data sets.	X		X	X	
High level of accuracy and attention to detail.	X		X	X	
Demonstrate legal understanding of data licensing.	X		X	X	
Knowledge of the relevant Acts of Parliament and related legislation for data protection.	X		X	X	

Strong analytical and problem-solving skills, with the ability to analyse data, determine data quality and apply the findings using and developing PC based analysis and graphics software.	X		X	X	
Ability to interact with internal and external partners in a diplomatic and professional manner.	X		X	X	
Excellent verbal, presentational and report writing skills, utilising multiple channels including desktop and web-based tools and comfortable communicating with a wide range of audiences.	X		X	X	
Ability to determine and develop appropriate data visualisation to communicate data meaning effectively and efficiently.	X		X	X	
Knowledge of performance information methodologies/statistical techniques.	X		X	X	
Evidence of working as a member of a team to ensure shared goals are achieved.	X		X	X	
Ability to prioritise own workload effectively, organize the project-based priorities and working to tight deadlines.	X		X	X	
Programming and scripting experience including FME, Python and JavaScript.		X	X	X	
Knowledge of Tableau Desktop and Server or equivalent data visualisation tools.		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Bachelors or Masters degree in GIS, Geography or related fields or equivalent, relevant experience.	X		X		

***Key: A** = Application, **I** = Interview, **T** = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing 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, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	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.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values
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 Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
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.

Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
09/01/2026	JEP731	SP30-SP34	