JOB DESCRIPTION

Post Title: Transport Performance Analyst

Directorate: Transport for West Midlands / Policy, Strategy & Innovation

Reports to:

Direct Reports: 0

Role purpose

The role will be responsible for supporting the Data Insight Service, in the Data Performance team, including the collection, chasing and management of data provided by external partners into the central hub of transport and land use planning. This data is used to monitor performance, manage upcoming schemes communication and primarily update the transport modelling and forecasting.

The role provides an opportunity to work with the Data Insight Service and the partner organisations to continually improve how the data is collected to increase the frequency, minimise the input effort and to validate the data against other sources, ensuring timely, accurate and trusted information.

What will you be doing?

- To undertake the measurement, analysis and reporting on all aspects of transport performance data, providing robust evidence of WMCA's business performance in a transparent manner that is available to relevant internal and external agencies.
- To undertake the delivery of robust analysis relevant to policy development and public transport scheme monitoring.
- Contribute to a qualitative and quantitative view of operational performance and travel trends, providing insight and actionable intelligence to effect change and improve public transport provision.
- To understand and assist in producing and using transport performance data that will inform strategy and policy development, transport funding business case development and transport system performance monitoring.
- To supply management information and intelligence as required by the business.
- Contribute to the development and maintenance of a central intelligence hub and data library, working in collaboration with partners and stakeholders.

- Lead the production and analysis of transport performance data, illustrating trends and evaluating the impact of policies and programmes on the demand for Public Transport to inform TfWM's polices and business plan.
- Design, develop, analyse, interpret and report on research survey and performance information data relating to public transport policies and schemes.
- Apply appropriate statistical techniques and survey methodologies in ensuring delivery of robust analysis.
- Respond to information requests from and proactively consult with TfWM and other public and private sector organisations.
- Liaise with TfWM officers and agencies in relation to project specification, timescales, and delivery to ensure business information is supplied to the timescale and quality agreed with clients.
- Utilise geodemographic segmentation data and GIS tools to further enhance business intelligence.
- Lead the development and application of new data analysis and reporting systems and techniques for monitoring transport system usage.
- To liaise with external organisations to facilitate inter-organisational data sharing.
- To ensure the adequate storage, protection and retrieval of public transport information and reports (including performance indicators), including ensuring compliance of with all aspects of data compliance and security (e.g. GDPR).
- Support operational decision making by providing technical support and data analysis.
- To develop new methods to identify fraudulent activity on the transport network.
- To analyse the impact of behavioural change experiments in order to grow patronage.
- Identify and collate localised data to be used in conjunction with the Department for Transport data to provide insight into transport network operations.
- Provide effective, accurate and timely information to transport decision makers.
- Identify patterns within transport performance data to support impact analysis of transport schemes and initiatives and future scheme design.
- Provide data and analysis to support transport product pricing reviews in-line with the recommendations of the Competitions and Marketing Agency.
- Support our client team with analytics to support auditing processes within their areas of responsibility.

Person Specification

Please specify (X) whether the experience required is Essential (E) or Desirable (D)			Assessment Method		
Experience	**E**	**D**	Appli-cation	Inter-view	Other*
Experience of collecting and validating intelligence, assessing the credibility of information and reliability of sources.	X		X	X	
Evidence of working as a member of a team to ensure shared goals are achieved.	X		X	X	
Experience and knowledge of transport.		X	X	X	
Skills/Knowledge/Abilities	**E**	**D**	App	Int	Other
Strong analytical and problem-solving skills, with the ability to analyse data and apply the findings.	X		X	X	
Ability to prioritise own workload effectively, prioritising and working to tight deadlines.	X		X	X	
Ability to undertake SQL queries.	X		X	X	
Excellent communication and interpersonal skills to interact with internal and external partners in a diplomatic and professional manner.		X	X	X	
Excellent verbal, presentational and report writing skills and comfortable communicating with a wide range of audiences.		X	X	X	
A proven record in operating and developing PC based analysis and graphics software.		X	X	X	
Knowledge of Arc GIS Pro		X	X	X	
Ability to create dashboards using Power BI	X		X	X	X
Intermediate knowledge of Microsoft Word, Excel, Powerpoint	X		X	X	
Knowledge of performance information methodologies/statistical techniques.		X	X	X	
Qualifications/ Professional Memberships	**E**	**D**	App	Int	Other
Minimum Level 6 qualification		X	X	X	
Membership of a professional body		X	X	X	

* 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 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.

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.