

Role Profile

Intelligence Lead

Enabling Services

Swindon Borough Council

Role Profile: Intelligence & Insights Lead	**Role Profile Number:** SBC_10974
Directorate: Enabling	**Reporting to:** Head of Policy, Performance and Insights
Grade: CFL 10	**Date Prepared**: October 2026

Our Values

Our Values shape how we work for the people of Swindon. They guide how we make decisions, how we deliver services and how we work with our communities and partners.

Our Values are:

We SEE – people, not problems – and stay curious to understand their story.
We HEAR – each other and the people we serve
We CARE – about our colleagues, our residents and our community
We ACT – with integrity, accountability and purpose
We LEARN – from data, feedback and experience so we keep improving

These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.

The Swindon Commitment

The Swindon Commitment shows how we bring our Values to life every day, in every role, across all that we do. It turns our Values into practical promises between the Council, our colleagues and the people we serve so we can work together to deliver the best possible services and support.

Created with colleagues from across the organisation, the Swindon Commitment sets out a shared understanding of how we work, lead and behave. Rooted in our five core values, it reflects how we listen to, include and respond to residents, communities and each other.



Purpose:

This role provides strategic leadership for intelligence, performance and analytical services for Adult Social Care, ensuring that managers and senior leaders have access to robust evidence, insight and intelligence to support effective decision making, service improvement and transformation.

The post holder will lead the development of a modern intelligence function, moving beyond performance reporting to deliver actionable insight, predictive analysis and evidence-led recommendations that improve outcomes for residents and support the sustainability of Adult Social Care services. Part of this will be continuing to build the full reporting suite of timely, transparent management data, working within the Fabric environment and alongside continuous improvement to our business systems.

The role is responsible for the production and interpretation of statutory and operational performance information, ensuring compliance with national reporting requirements while driving improvement in the quality, accessibility and use of data across the service. You will identify emerging trends, risks, opportunities and unmet need, translating complex data into meaningful intelligence that supports strategic planning, commissioning and transformation.

You will work closely with operational managers, commissioners, finance colleagues, system leads, NHS partners and corporate services.

The role will contribute to the Council's wider data strategy, promoting effective data governance, analytical best practice and innovative approaches to business intelligence and performance management.

Key responsibilities and accountabilities:

- Lead the Adult Social Care intelligence and performance function, ensuring delivery of high-quality analysis, insight, reporting and performance monitoring.
- Promote a culture of evidence-based decision making across Adult Social Care, working closely with the senior leadership team to support their service management.
- Manage and develop a specialist team of analysts, providing technical support and development including in the creation of new reports and the effective management and documentation of the reporting suite.
- Coordinate the data for the statutory returns and local inspections, ensuring the information is accurate, timely and validated.
- Ensure the effective use of analytical tools, business intelligence platforms and modern reporting technologies, adapting to emerging tools and features.
- Ensure reporting products are accessible, insightful and focused on driving service improvement, self-service and better outcomes.

- Present complex analytical findings to a range of audiences, translating technical analysis into practical recommendations.
- Ensure analytical outputs align with organisational data standards, governance frameworks and best practice.
- Work collaboratively with a range of enabling services such as business systems team, data engineering and data governance to assess, test and identify reporting impacts and requirements Develop and maintain strong relationships with stakeholders across the Council, NHS and external. partners. This includes being a link to wider sector networks and partnerships to support statutory reporting and benchmarking best practice.
- Attend senior management team meetings and partnership forums as required to present and discuss required reports and intelligence

Supplementary Accountabilities

- Contribute to the team's wider work in the use of intelligence and performance analysis
- Contribute to the ongoing development of the team and wider Council Data Strategy and transformation programme.

Decision making:

- Use professional insight to decide the priority performance and intelligence areas to highlight to senior stakeholders.
- Draft proposals for senior decision makers. Formulate options for evaluation and performance, risk and other strategies and present appraisals of the recommended options for discussion.
- Allocation of tasks to analysts to harness and develop their skills and make sure that deadlines are met.
- Determine the local approach to developing and improving the Council's work on Adult Social Care reporting.

Creativity and innovation

- Requirement to enhance and develop reporting suite to suppotr continuous improvement and sector best practice.

Job Scope

Number and types of jobs managed:	3-7
Budget Holder:	No
Budget Value:	N/A

Asset Responsibility:	N/A

PERSON SPECIFICATION

Qualifications:	**Essential or Desirable**
1. Educated to degree level in a subject related to statistics or data	E
2. Evidence of continuous professional development in data, analytics, data science, research or evaluation	E
Knowledge and Experience:	
3. Experience of developing and delivering performance management or intelligence function in a public sector or related environment including sound knowledge of effective KPI development.	E
4. Experience and proficiency using and developing dashboards and scorecards for performance reporting using PowerBI, and associated tools e.g. SQL, DAX, Power Query, Python. Working within the Micrsoft Fabric environment.	E
5. Experience of the use of advanced data analysis and visualisation techniques to provide meaningful insight for decision making and change.	E
6. Knowledge of best practice for data governance, information management processes, data ethics and privacy regulations.	E
7. Experience providing supportive line management and training to develop a high performance team.	D
8. Experience of using core business systems for adult social care such as LAS/Liquid Logic.	D
9. Strong data management skills and technical knowledge including database design and management	D

Aptitudes, Skills and Competencies:	
• Ability to develop reports from complex system sources, connecting data across multiple systems.	E
• Skilled in statistical and analytical techniques such as trend analysis, forecasting, benchmarking and demand modelling.	E
• Excellent communication skills, adaptable across technical and non-technical roles. With the ability to present information to a high quality via written and verbal communication.	E
• Ability to translate complex concepts to non-technical peers including for developing new requirements and for resolving issues identified through reporting.	E
• Proven ability to challenge and influence the thinking of others at all levels, including to weigh arguments and substantiate judgements.	E

Other Key Features of the role

It should be noted that the duties and tasks associate with this post may change from time to time without altering their general character or the level of responsibility entailed. The above duties and activities associated with this job are neither exclusive nor exhaustive and the job holder may be called upon to carry out other such appropriate duties as may be required within the grading level of the job.




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