Staffordshire County Council

Performance and Information Officer

Grade: 9

About Children and Families Directorate

The Children and Families directorate aims to create an inclusive environment where families are supported to stay together safely and live well in their communities, building on their strengths and achieving their outcomes, supported by secure relationships and long-term belonging. This is based upon safety as a whole system, shared across our services and partners. These are delivered through our 4 core principles:

- Families first – network and community always
- Right help, right time – proportionate, timely and co-produced with children and families.
- Whole-system responsibility for supporting children and families to be happy, healthy and safe.
- Permanence as belonging from day one.

Our strategic ambition for children and young people in Staffordshire: ***Happy, Healthy, Safe, Belonging and Achieving.***

About the Service

The Performance and Systems Team is a multi-disciplinary performance analytics and systems team, responsible for transforming raw data recorded in digital systems into meaningful insights that help Children & Families directorate and Partnership Boards understand how well we are performing and where improvements are needed.

The service is accountable for completing statutory returns, developing an intelligence led system to inform evidence-based decision making, service redesign and performance management reporting to achieve better outcomes for children and families.

This service ensures data is organised, consistent, and accessible to authorised users. The service collects and tracks key performance indicators (KPIs), metrics, and outcomes relevant to the organisation. The service enables Leaders, Managers and practitioners to understand their performance and where they need to improve outcomes and productivity.

The service produces regular and ad - hoc performance reports, dashboards, and visualisations

and translates complex data into clear insights for senior leaders, managers, teams, and partners.

The service provides analysis to help answer strategic questions, forecast trends, and assess the impact of interventions, using statistical techniques tools and benchmarking data sources.

The service also develops, maintains, or supports digital platforms, databases, and information systems used by the organisation and help to integrate multiple data sources into unified systems.

The service also provides performance intelligence for inspections, audits and improvement programmes.

About the Role

The Performance and Information Officer will deliver complex performance, intelligence and business intelligence activity across the Children and Families Directorate and partnership. Working within the strategic direction and priorities set by the Performance and Information Manager, the postholder will turn complex data into accurate, accessible and actionable intelligence that supports statutory assurance, evidence-based decision-making, service improvement and better outcomes for children and families.

The postholder will quality-assure data and analysis within their areas of responsibility, ensuring intelligence is accurate, accessible and aligned with organisational, statutory and multi-agency reporting requirements.

They will work with managers, practitioners, partners and technical colleagues to interpret performance trends, diagnose issues and identify evidence-based opportunities for improvement.

The postholder will maintain awareness of relevant digital and analytical developments and apply specialist technical knowledge to design, develop and embed innovative, sustainable intelligence solutions. They will promote consistent use of these products and support managers and practitioners to use intelligence effectively within performance management and service improvement activity.

Reporting Relationships

Responsible to: Performance and Information Manager

Responsible for: N/A

Staffordshire County Council

Key Accountabilities:

1. Design, develop, automate, implement and maintain performance reports, dashboards and analytical products for Children and Families, ensuring they are accurate, accessible, consistent, effectively used and delivered to agreed timescales.

2. Translate business needs into clear reporting requirements, data models and sustainable technical solutions using appropriate business intelligence tools.

3. Prepare, validate and deliver assigned national statistical and statutory returns and surveys within prescribed deadlines. Interpret relevant statutory and technical guidance, document the agreed local approach, maintain a clear audit trail, identify compliance or data-quality risks, and escalate material issues and options to the Performance and Information Manager and relevant service leads.

4. Undertake complex analysis of priority issues, drawing together performance data, benchmarking, published research and other relevant evidence. Produce clear findings, explain their significance and provide evidence-based recommendations that support service improvement and better outcomes for children and families.

5. Undertake forecasting, predictive analysis, demand and capacity analysis and impact assessment. Document assumptions, limitations and confidence levels and use findings to inform service planning, system design, resource considerations and evaluation of outcomes.

6. Support regular performance conversations with service leads by sharing relevant reports, advising on their interpretation, providing constructive challenge and recommending action to support evidence-based decisions. Identify areas for further investigation or improvement and escalate material risks through agreed governance routes.

7. Provide robust performance intelligence, evidence and analytical support for inspection, audit, regulatory activity, organisational self-evaluation and improvement programmes, ensuring

that information is accurate, traceable and presented in a form appropriate to the audience and purpose.

8. Define business intelligence and reporting requirements and work with ICT, application support and other data professionals to design and implement sustainable technical solutions, including changes to data capture, reporting architecture, data models and information flows, ensuring reliable data is available for operational and strategic reporting.

9. Identify and communicate data-quality issues that affect the accuracy or interpretation of performance intelligence. Provide relevant evidence to operational data owners, define and maintain reporting and validation requirements within assigned areas of responsibility, and monitor or escalate unresolved risks through agreed governance routes.

10. Establish and maintain clear documentation, definitions, quality controls and audit trails for assigned datasets, analytical methods, statutory returns, reporting products and technical processes. Review these regularly to ensure they remain accurate, compliant, reproducible and resilient.

11. Provide technical guidance, peer review, coaching and mentoring to Performance and Information Assistants and colleagues undertaking related analytical activity, supporting defined workstreams and maintaining consistent analytical standards.

12. Maintain awareness of relevant developments, research and good practice in Children's Services performance and intelligence, applying learning within assigned areas of work.

13. Coordinate and respond to ad hoc information requests and Freedom of Information requests within agreed or statutory deadlines, clarifying the requirement, identifying and validating appropriate data sources, applying information-governance requirements and providing a clear, proportionate and auditable response.

Staffordshire County Council

Person Specification

Qualifications/Professional membership

- Educated to degree/HND standard or possessing an equivalent professional qualification or equivalent by experience or relevant performance management qualification
- Evidence of continuing professional development relevant to performance, intelligence, data or digital analytical practice.

Knowledge and Experience

- Demonstrable experience in performance and analysis, integrating business intelligence into insights and useable intelligence for colleagues in a public sector / children services environment
- Demonstrable knowledge of a range of outcome based performance management assurance and reporting tools and techniques including qualitative and quantitative analysis
- Experience and knowledge of a range of performance management assurance tools and techniques including advanced knowledge of data modelling, Power BI, Power Query and DAX
- Experience of undertaking complex analysis, triangulating data, research, professional insight and contextual evidence to identify patterns, test assumptions and produce balanced, evidence-based conclusions and recommendations.
- Experience of completing performance projects/deep dives to support decision making, and production of recommendations
- Experience of Children's Services performance, relevant statutory frameworks and national reporting requirements, with experience of interpreting technical guidance and preparing, validating or assuring statutory returns, surveys or comparable regulated submissions.
- Experience in using predictive analysis techniques and tools, including how that can be applied to demand and capacity management with the context of local government.
- Experience of working with managers, practitioners and partners to explore complex or ambiguous questions,

understand operational context, interpret performance trends, provide constructive challenge and translate evidence into practical insights and proportionate action.

- Experience of providing accurate, traceable intelligence for performance management, inspection, audit, regulatory activity, self-evaluation or improvement programmes, and of investigating data-quality issues and maintaining clear analytical definitions, controls and audit trails.
- Effective understanding of data protection, information governance and Freedom of Information requirements, together with experience of providing technical guidance, peer review, coaching or support across defined analytical workstreams.

Skills

- Advanced analytical judgement and problem-solving skills, with the curiosity to ask purposeful questions, test assumptions, recognise gaps, bias, uncertainty or limitations in the evidence, and determine when further investigation is required.
- Highly developed written, verbal and presentation skills, with the ability to identify the key message from complex evidence and communicate it as a clear analytical narrative. Able to produce high-quality reports, briefings, visualisations and presentations; explain technical concepts, uncertainty and limitations in accessible language; and present findings confidently to senior leaders, managers, practitioners, partners and technical audiences, responding effectively to questions and challenge.
- Effective interpersonal and influencing skills, with the ability to build credibility, listen to different perspectives, facilitate evidence-led discussions, challenge assumptions constructively and support managers and partners to agree proportionate action.
- Ability to translate complex business and reporting requirements into clear specifications and sustainable intelligence solutions, working collaboratively across operational, professional and technical boundaries.
- Ability to plan, prioritise and deliver analytical products, statutory requirements and defined workstreams to agreed standards and deadlines, responding flexibly to changing priorities while managing competing demands and interdependencies.
- Ability to maintain accuracy and attention to detail, provide effective technical guidance, peer review and coaching, and support consistent analytical quality standards across defined areas of work.

This post is designated as a casual car user

The content of this Job Description and Person Specification will be reviewed on a regular basis.