

Head of Data, Analytics and Insights

Reports to:	Chief Digital & Innovation Officer		
Department:	Service Reform and Strategy: Communication Insights and Innovation	Grade	HAY 4
DBS Status:	N/A	Politically restricted:	Yes
Job Purpose: The Head of Data, Analytics and Insights will lead the strategic development and use of data, analytics and insight across Brent Council to improve outcomes for residents, communities and businesses. This role will ensure that high-quality, ethical and secure data is used to inform policy, service design, operational decisions and innovation. The postholder will champion a council-wide data and insight culture, embedding evidence-based decision-making and building strong analytical capability across the organisation.			
Values Collaborate proactively. Lead inclusively. Embrace change. Be bold and curious. Celebrate and share our success.			
Overall Description The position is expected to carry out their duties in compliance with the Best Value Duty as set out in the Local Government Act 1999			
Job specific roles and responsibilities 1. Make a positive contribution to the delivery of the service, this will include working flexibly and positively to achieve the objectives of the council. 2. Manage and lead staff to achieve high performance and effective operational delivery, including developing and improving staff capability. 3. Manage a customer focused service and the effective use of resources. 4. Ensure that the council's overall vision, values and ethos are central to the requirements of the service. 5. Support effective working relationships and act as an ambassador and advocate with external organisations 6. Keep up to date with developments in service delivery and best practice to ensure the service performs effectively and to the highest standards.			
Strategic Leadership 7. Develop and deliver a council-wide Data, Analytics and Insights Strategy aligned to Brent Council's corporate priorities.			

8. Act as the council's senior expert on data and insight, advising Members, Corporate Directors and senior officers.
9. Shape and influence data infrastructure decisions for enabling modern data architecture, tooling and processes in a hybrid cloud environment.
10. Promote the value of data and insight in shaping policy and service reform across council service areas.

Data and Analytics Capability

11. Lead multidisciplinary teams covering data management, business intelligence, data platform, analytics and insights, GIS, data science, machine learning ops.
12. Set standards for data quality, governance, ethics and accessibility across the council.
13. Oversee the development of analytical products, dashboards and models that support strategic and operational decision-making.
14. Drive innovation through advanced analytics, predictive modelling and, where appropriate, responsible use of AI.

Partnership and System Leadership

15. Work collaboratively with internal partners and external colleagues to share data and insights purposefully.
16. Represent Brent Council in regional and national data and analytics forums.
17. Support place-based and system-wide approaches through integrated data and shared intelligence.

Governance, Ethics and Assurance

18. Ensure compliance with data protection legislation, information governance requirements and ethical standards.
19. Provide assurance on the appropriate use of data, including transparency, fairness and public trust.
20. Manage risk relating to data security, quality and use.

Leadership and Management

21. Lead, motivate and develop high-performing teams, fostering a culture of collaboration, learning and continuous improvement.
22. Take ownership of the council's Data Lake.
23. Foster a data-driven culture within the organisation. Provide training and support to colleagues for effective data-driven decision making
24. Manage budgets and resources effectively, ensuring value for money.
25. Contribute to the wider corporate leadership of the council.

Knowledge, Skills and Experience Essential

- Significant senior-level experience in data, analytics, insights in a complex organisation.
- Proven ability to translate data and insight into clear, actionable advice for senior decision-makers.
- Strong understanding of data governance, information management and data protection in a public sector context.
- Experience of leading and developing specialist analytical teams, including data scientists and data modellers

- Excellent stakeholder management skills, with the ability to influence at senior level.
- Strong leadership, communication and strategic thinking skills.

Desirable

- Experience in local government or a comparable public service environment.
- Understanding of advanced analytics, predictive modelling or responsible AI.
- Understanding of modern cloud-based data architecture principles

The postholder will be expected to demonstrate Brent Council's values, including:

- A commitment to equity, inclusion and resident-focused outcomes
- Openness, integrity and ethical leadership
- Collaboration and partnership working
- Innovation, learning and continuous improvement

Additional Information

This role requires a strong commitment to using data and insight ethically to improve the lives of Brent residents and reduce inequality across the borough.

Budget Responsibility: Annual budget of approximately £2.5m

Overall Headcount: 20 staff

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs.