



## THE ROLE

### Business Intelligence Analyst

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Department:</b>      | <b>Performance &amp; Analytics</b>       |
| <b>Role Code:</b>       | <b>P&amp;A09</b>                         |
| <b>Grade/Role:</b>      | <b>7</b>                                 |
| <b>Responsible to:</b>  | <b>Analytics Manager</b>                 |
| <b>Responsible for:</b> | <b>No line management responsibility</b> |
| <b>Date Issued:</b>     | <b>July 2026</b>                         |

### **Job Purpose:**

The Business Intelligence Analyst acts as the key interface between service areas and the analytics function, translating business needs into high-quality dashboards, intelligence products, and actionable insight.

The role supports evidence-based decision-making across the organisation by delivering accurate, accessible, and timely data products aligned to organisational priorities, including the Community Risk Management Plan (CRMP), Fire and Rescue Plan, Service Delivery Plan (SDP) and performance frameworks.

### **Main Duties and Responsibilities:**

#### **1. Business Intelligence & Reporting**

- Design, develop, and maintain Power BI dashboards and reporting products that provide accurate, timely and actionable insights to support decision-making.
- Ensure all outputs are user-focused, accessible, and aligned to Service/Stakeholder requirements, promoting clarity, usability, and effective data interpretation.
- Support the consolidation, standardisation, and rationalisation of dashboards across the Service to improve consistency, efficiency and governance.
- Maintain and contribute to a central catalogue of dashboards and reporting products.

#### **2. Semantic Modelling**

- Design, develop, and maintain robust semantic models (e.g. Power BI datasets) that provide a single, trusted source of truth, enabling consistent and reliable reporting and analysis across the Service.

## Role Profile

- Structure data using best practice modelling techniques (e.g. star schema, clear relationships, reusable measures) to support scalable and high-performing reporting.
- Define and manage consistent business logic, calculations, and key metrics to ensure alignment across dashboards, reports and other data products.
- Optimise models for performance, usability, and maintainability, including managing data volumes, refresh strategies, and query efficiency.
- Collaborate with Data Engineers to ensure data pipelines, transformations, and structures are designed to support effective downstream modelling and analytics.
- Maintain clear documentation of data models, definitions, and data lineage to support transparency, governance, knowledge sharing and effective reuse.

### **3. Stakeholder Engagement & Demand Management**

- Act as a key point of contact for Service areas (e.g. Prevention & Protection, Workforce), building effective relationships to understand Service priorities, challenges and information needs.
- Engage with stakeholders to gather and understand requirements and translate these into effective data, reporting and analytical solutions that support informed decision-making.
- Manage incoming work requests through established prioritisation and governance processes ensuring work is aligned to Service priorities.
- Provide clear communication to stakeholders regarding delivery timelines, constraints, and priorities, managing expectations and ensuring transparency throughout.

### **4. Insight & Performance Intelligence**

- Analyse data to identify trends, risks, and opportunities, providing evidence-based insights to inform and support decision-making.
- Support Service performance management processes, such as carrying out deep dive reviews into performance trends alongside the monitoring and reporting on the Service Delivery Plan (SDP).
- Produce high-quality analytical and insight products that clearly explain and enable stakeholders to understand both “what is happening” and “why is it happening”.
- Align outputs to Service priorities, risk profiles, and inspection frameworks supporting effective performance oversight and continuous improvement.

### **5. Data Quality & Governance**

- Promote good data management practices across the Service, contributing to a culture of data quality, accountability and evidence-based decision-making.
- Support continuous improvements of data quality, consistency, and standardisation by identifying issues and recommending solutions within the established governance processes.
- Work collaboratively with Data Engineers and stakeholders to ensure data sources are accurate, reliable and fit for purpose, supporting effective reporting, analysis and business intelligence activities.

### **6. Data Literacy & Continuous Improvement**

- Support the improvement of data literacy across the Service by delivering training, guidance and dashboard walkthroughs that enable all stakeholders to maximise the value of data, dashboards and reporting tools.
- Empower all stakeholders to confidently interpret, analyse and use data products
- Identify opportunities to streamline, standardise, and automate reporting processes, improving efficiency, consistency and the overall user experience.
- Contribute to the continuous improvement of team processes, tools, and ways of working, supporting innovation, collaboration and the delivery of high-quality business intelligence services.

### **7. Other**

- Positively contribute to a safe work environment ensuring compliance with Health and Safety, Risk Management, Business Continuity and Safeguarding policy and procedure. Handle all personal information in adherence with the Data Protection Act 2018.