## **Digital performance analyst – B2**

Digital Performance Analysts sit at the heart of a team, working to specify, collect and present the key performance data and analysis for their service. The post holder will be part of a revolution in the way in which government continuously measures, assesses, and improves performance in transacting with the public.

They support service managers by generating new and useful information and translating it into actions that will allow them to iteratively improve their service for users.

You will have excellent analytical and problem solving skills that will enable you to quickly develop recommendations based on the quantitative and qualitative evidence gathered via [web analytics](http:///h), [financial data](http:///h) and [user feedback](http:///h).

You will need to be confident in explaining technical concepts to senior civil servants with limited technological background. You will be comfortable working with data, from gathering and analysis through to design and presentation. Commercial experience of performance management is an advantage.

**The main responsibilities of the post are to:**

* support the service manager in ensuring that their service meets the performance requirements set out in the Digital by Default Service Standard;
* communicate service performance against key indicators to internal and external stakeholders;
* ensure high quality analysis of departmental transaction data;
* support the procurement of the necessary digital platforms to support automated and real-time collection and presentation of data;
* share examples of best practice in digital performance management across government;
* identify delivery obstacles to improving transactional performance within departments and working with teams to overcome those obstacles

###### **PERSON SPECIFICATION - COMPETENCES/SKILLS REQUIRED**

***Setting Direction***

**Seeing the Big Picture**

**Essential**

* Be alert to emerging issues and trends which might impact or benefit own and team’s work
* Seek to understand how the services, activities and strategies in the area work together to create value for the customer/end user
* Ensure own area/team activities are aligned to Departmental priorities

**Making Effective Decisions**

**Essential**

* Identify a range of relevant and credible information sources and recognise the need to collect new data when necessary from internal and external sources
* Recognise patterns and trends in a wide range of evidence/data and draw key conclusions
* Explore different options outlining costs, benefits, risks and potential responses to each
* Invite challenge and where appropriate involve others in decision making to help build engagement and present robust recommendations

***ENGAGING PEOPLE***

**Leading and Communicating**

**Essential**

* Communicate using appropriate styles, methods and timing, including digital channels, to maximise understanding and impact
* Communicate in a succinct, engaging manner and stand ground when needed
* Convey enthusiasm and energy about their work and encourage others to do the same
* Promote the work of the Department and play an active part in supporting the Civil Service values and culture

**Building Capability For All**

**Essential**

* Proactively manage own career and identify own learning needs with line manager, plan and carry out workplace learning opportunities
* Continually seek and act on feedback to evaluate and improve their own and team’s performance

***DELIVERING RESULTS***

**Managing a Quality Service**

**Essential**

* Make effective use of project management skills and techniques to deliver outcomes, including identifying risks and mitigating actions
* Develop, implement, maintain and review systems and service standards to provide quality, efficiency and value for money
* Establish mechanisms to seek out and respond to feedback from customers about service provided

**Delivering at Pace**

**Essential**

* Ensuring efficient and effective use of resources to deliver programmes and projects on time, within budgets and to agreed quality standards
* Regularly monitor own and team’s work against milestones or targets and act promptly to keep work on track and maintain performance
* Plan ahead but reassess workloads and priorities if situations change or people are facing conflicting demands

**SPECIALIST SKILLS**

**Essential**

* Familiarity with data analysis, web analytics and visualisation tools essential: e.g. Google Analytics, Google Refine, Tableau etc.
* Experience of providing performance analysis and recommendations on digital public services.