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| JOB IDENTIFICATION |
| Job Title: Systems / MI Analyst  Responsible to (insert job title): Corporate Services Manager  Department(s): Corporate Services  Tenure of Post: 21 - 35 hours per week (flexible)  Salary Grade: Grade 5/6 (£24,500 - £32,500)  ***(Fixed term initially for 12 months with the possibility of extension)*** |
| 2. JOB PURPOSE |
| Managing Lifelink’s reporting function, including the provision of pertinent management information required to enable effective performance monitoring and robust decision making. Act as the organisation’s subject expert for all MI matters, with responsibility for communicating relationships and trends to key stakeholders and making suggestions for improvement to information processing, data management and reporting. |
| 3. Lifelinks Vision and Values |
| ***Vision***  People are healthier and happier wherever they live, work or learn  ***Values***  All services delivered by Lifelink are underpinned by the following core **Values**:  **Inclusive**: We reach out to communities to reduce isolation and risk of suicide; as one team, together we take pride in our achievements.  **Supportive:** We see the whole person, actively listen and offer clear information; we act with empathy and compassion.  **Innovative:** We encourage innovation and excellence, share learning and best practice and celebrate success; we embrace change and are responsive to stakeholder and customer needs.  **Integrity:** We always act fairly, ethically and openly; we treat each other as we would wish to be treated, with dignity and respect. |
| 4. Roles and Responsibilities |
| * Identify and extract data and business information from Dynamics CRM and translate to useable management information to monitor service delivery outputs, results, and outcomes * Manage all aspects of system-based reporting, delivering easy-to-use, tailored reports that will minimise workload and facilitate informed decision making * Recognise and extract key trends from large and complex data sets and be able to interpret and express those trends to key stakeholders * Recognise and manage relationships between multiple data sources, including MS Dynamics, Power BI, Breathe HR and other available data sources and use to identify improvement opportunities * Maintenance / development of database or reporting platform (Power BI) to facilitate improved data management, interrogation, automated reporting and dashboard creation * Lead the change from Excel based reporting to a database environment, driving efficiency benefits and improved reporting quality * Proactively engage with functional/departmental managers to drive improvement through system or process changes and value-add reporting * Statistical analysis and data mining techniques to identify correlations, validate hypothesis and apply in-business context to improve operational performance * Ensure the timely and accurate generation of all reporting, providing consistency and standardisation amongst the various types of reports and databases using a variety of reporting tools * Development and publication of Dynamics CRM and Power BI dashboards * Develop the automation of reports to streamline department processes, tailor the user experience and improve internal communications and efficiency where possible * Develop and maintain new standardised metric reporting on a routine basis * Reporting to and liaison with internal colleagues and external support providers to drive performance improvements * Maintain documentation and work instructions for reports, including recording of changes for others to follow * Support in the administration activities associated with Dynamics CRM * Deliver effective, accurate reporting in line with business requirements * Provide analysis and data mining in support of various projects and other initiatives that improve the operation * Support establishment of improved performance metrics through data analysis and root cause identification * Developing and maintaining positive working relationships with our clients, our partners, and with staff and service users in other agencies, positively and proactively representing Lifelink at all times * Contributing to and participating in the development and marketing of Lifelink services * Adhering to Lifelink policies and procedures, in particular, Child Protection, Confidentiality and Vulnerable Adults, at all times * Achievement of relevant KPIs and objectives defined as appropriate to the role, and proactively participating in the Company’s annual appraisal process * Performing other related duties as required and/or assigned by your manager. |

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| 7. Key Behaviours |
| 1. Be proactive…. don’t wait for it to happen, make it happen 2. Be open and honest… your reputation is everything 3. Be reliable… make good on all your promises 4. Be equitable…. be fair with everyone 5. Listen… to all staff and feedback your understanding of their, thoughts, needs and concerns 6. Innovate like an entrepreneur…. work like it’s your business, your money, your staff and your customers 7. Think growth, quality and above all community |

# Person Specification

**Post Title: Systems and MI Analyst**

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| **Selection Factors**  **(Person Specification)** |  | **Criteria** |
| **QUALIFICATIONS & TRAINING** | **Essential** | * Educated to Higher level or equivalent (relevant experience will be considered) |
| **Desirable** | * Relevant IT qualification |
| **EXPERIENCE** | **Essential** | * Experienced in the use of Microsoft Dynamics CRM (or comparable) systems * Advanced user of MS Excel functions (e.g. VLOOKUP; macros; pivot tables etc.) * Experienced in the use of visual analytics packages, such as Power BI, and use of SQL * Extensive experience in data analysis and reporting from multiple data sources and complex data sets |
| **Desirable** | * Ability to deliver performance improvement through data analysis |
| **KNOWLEDGE** | **Essential** | * Skilled in the use of Microsoft Dynamics CRM (or comparable CRM systems) * Ability to understand data and field structure * Ability to structure advanced finds / queries / reoprts to achieve required results |
| **COMPETENCIES & SKILLS** | **Essential** | * Excellent problem-solving skills – ability to translate requirements into reports and analysis * Ability to analyse, evaluate and assess the validity and relevance of information in order to draw appropriate conclusions and make necessary recommendations * Ability to communicate effectively, to influence and build relationships at all levels * Ability to work under pressure and meet tight deadlines |
| **PERSONAL CHARACTERISTICS AND OTHER** | **Essential** | * Committed – Demonstrates a commitment to delivering results * Proactive and innovative – Seeks out opportunities to improve systems and operation and formulates solutions to problems * Confident and an effective team player, capable of working with staff at all levels of the organisation and externally * Excellent organisational skills, able to manage competing priorities without compromising quality * Ability to work flexibly, in response to the demands of the business |