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| Service and job specific context statement | |
| **Directorate:** | Central Services |
| **Service:** | North Yorkshire Education Services (NYES) |
| **Post title:** | Innovation and Intelligence Officer |
| **Grade:** | L |
| **Responsible to:** | Innovation Manager |
| **Staff managed:** | None |
| **Date of issue:** | July 2018 |
| **Job family:** | **P&T - Professional & Technical** |

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| Job context |
| A leader in the supply of quality services and business solutions to the education sector across the North of England, North Yorkshire Education Services (NYES) is expanding its reach across the UK. This role is new, offering the post holder an exciting opportunity to:   1. Equip the NYES Group with a comprehensive service for commercial activity incorporating education-related policy, research and information and spanning real-time competitor information, market research and analysis, and industry development 2. Coordinate the commercial intelligence requirements of over 40 traded services in a way that supports the development of a highly competitive and profitable portfolio for NYES customers. 3. Identify trends and opportunities for business development and growth, including market gaps, policy opportunities and partnerships and business collaborations with external organisations and associates 4. Proactively analyse and report on data trends relating to customers, employees and service delivery so that NYES can address performance issues in real-time. 5. Assist in the production of profit and business growth projections for the NYES Group.   The postholder will have education sector expertise and the necessary track record to lead the delivery of a commercially oriented service, which includes proactive use of multiple intelligence streams to inform and shape business strategy and development. They will deliver at pace and be able to present their findings persuasively and with passion. |
| Job specifics |
| Build and continually refine NYES’s competitive and consumer intelligence processes, including interpreting policy, researching, analysing, reporting and communicating results to audiences ranging from Directors, Heads of Service and key internal teams such as marketing, product development and customer facing teams, so that business planning and alignment and growth can be achieved.  Drive forward business opportunities and growth by interpreting and presenting options and opportunities for development that align sector needs and customer demand with education policy and trends.  Ensure that sector intelligence streams are developed to support traded services working in the education sector and use these to proactively support and inform strategic decision making around: new business opportunities ahead of the market; changing sector and market needs; pricing; relevant product and technological innovations; competitor activity; and performance monitoring.  Ensure that intelligence informs the effectiveness of marketing and sales activity and drives forward the take up of products and services by educational settings, both in the UK and abroad.  Monitor, analyse and interpret the range of complex information that NYES and its component traded services keep, using it to identify, influence and inform the concept and discovery phases of new product and service development goals, key business strategies and programmes for growth.  Manage, monitor and report on commercial performance issues relating to the NYES Group – this will include tracking the impact of activity, identifying good practice for communications purposes and working with others to monitor the impact of corrective activity when needed.  Ensure that commercial intelligence informs business planning and improves the reputation of the Group amongst its existing and potential customer base.  Present trends and findings in different formats and forums so they can be easily understood and used in real time. This includes high quality written and verbal reports and recommendations for Board level approval and statistical analysis for forecasting purposes.  Drive up data quality by leading initiatives across traded services so an intelligence-led approach to commercial activity is achieved; and ensure NYES conforms to current published standards and all relevant legislation  Assume responsibility for the commercial budget associated with this area of responsibility.  Work closely with all NYES and relevant NYCC teams and associates, including Finance and the Data and Intelligence team in the Technology and Change Service, to ensure shared learning throughout the organisation and its partners. |

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| **Structure** |

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| Job Description | |
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| Job purpose | The core focus of this job is to (i) equip the NYES Group with a comprehensive policy, research and information service spanning real-time competitor information, market research and analysis, and industry development for a commercial education-sector business (ii) coordinate the commercial intelligence requirements of over 40 traded services in a way that supports the development of a highly competitive and profitable portfolio for NYES customers; (iii) identify trends and opportunities for business development and growth for a multi-million pound business including market gaps, policy opportunities and partnerships and business collaborations with external organisations and associates (iv) proactively analyse and report on data trends relating to customers, employees and service delivery so that NYES can address performance issues in real-time; (v) assist in the production of profit and business growth projections for the NYES Group. |
| Strategic management | * Monitor sector activity, and report in real time on competitor, customer, partner, legislative and regulatory developments and trends. * Support the Group’s strategy for your area of responsibility, and be accountable for the action of this in real time for service delivery * Contribute to, and where appropriate lead, specific strategic initiatives and projects related to your area of responsibility, working with partners, customers and stakeholders as appropriate to achieve NYES aims. * Contribute to NYES strategic objectives, aligning service improvements, efficiencies and implementing new processes related to school-related commercial intelligence. * Initial development and continuous improvement of a Business Intelligence framework for the NYES group. |
| Operational management | * Design and deliver customer intelligence research projects * Lead on the development of education sector intelligence reporting processes; creating regular and ad-hoc, easy to understand, organised and audience appropriate sector, competitors and customer intelligence reports * Proactively research, collect intelligence and analyse customer, competitor and stakeholder activity; identifying trends to inform strategic planning processes, business reviews, business critical meetings and performance * Maintain a schools-related commercial intelligence repository, ensuring information is up to date, organised and easily searchable by all appropriate stakeholders * Continually drive up standards around commercial intelligence, ensuring that legislative responsibilities are met and quality is achieved * Continually enhance and improve the commercial intelligence that can be garnered from schools-related intelligence streams, by continuous use and development of advanced analytical techniques * Proactively identify the intelligence and analysis needs of lead commissioners and services across NYES, and work to provide them with intelligence that is timely, easy to comprehend and use; and supports effective decision making. * Use a variety of IT applications and software to obtain and manipulate data in a way that is accessible and useful to decision makers. * Monitor key stakeholders from the sector to inform updates on legislation, competitor and customer activity and identify potential opportunities and partners |
| Communications | * Facilitate activities and events to gather and share intelligence. * Ensure information and intelligence drives the content of NYES communications and marketing activity. * Communicate regularly with Board members, senior managers and colleagues from across the NYES group to share intelligence and business insights and provide updates on progress against corporate objectives and targets. * Deliver business intelligence in such a way that it is understood by a range of audiences, both internal and external, presenting key insights in accessible and multiple ways. * Negotiate, influence change, provide advice and guidance, promote and consult with others to ensure that intelligence is used to drive profit forward * Establish and maintain good communication flows with customers and partners to meet the requirements of this role. |
| Partnership / corporate working | * Work with a range of partners/agencies, both internal and external, to continually improve NYES intelligence. * Represent the service on behalf of the NYES Group at operational and co-ordination forums with external agencies and other Council Directorates when required * Develop and maintain strong working relationships with key stakeholders in line with the key values of the organisation. * Be a key member of the NYES Group, supporting colleagues across the organisation to deliver on their commercial objectives. * Work with members of the NYES board to ensure the delivery of intelligence activity against business objectives * Develop and maintain a network of insight and intelligence leads for commercial schools-related activity to share best practice, join up data and analysis, and identify opportunities to improve the quality of decision making across the system. |
| Resource management | * Management of a significant budget as determined by the NYES Business Plan, taking corrective action where appropriate in liaison with line manager. * Lead ownership for data and intelligence management relating to school-related commercial activity * Preparation of business cases and investment request for developing and growing all aspects of intelligence architecture |
| Systems and information | * Ensure that NYES systems and processes are consistent with Council standards and procedures. * Lead school related commercial intelligence and market research activity in such a way as to protect the NYES Group’s financial and operational viability and drive forward its growth ambitions * Develop and maintain an intelligence repository for schools related commercial activity * Use relevant IT systems and tools to support the management, delivery and development of services, ensuring records are accurate and current. * Ensure government guidance and legislation are interpreted appropriately and are adhered to in a manner consistent with good practice. * Ensure operational delivery using the relevant systems and information available * Use a variety of IT applications and software to obtain and manipulate data in a way that is accessible and useful to decision makers |

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| Person Specification | |
| Essential upon appointment | **Desirable on appointment** |
| Knowledge   * Significant knowledge of primary and secondary commercial research and analysis techniques, including real-time data and market research * In depth knowledge of the education sector and relevant policy and legislation * In depth understanding of the business and technical issues associated with the analysis, design, development and support of commercial intelligence systems * Knowledge of relevant policies and procedures related to information and intelligence management. * Knowledge of the principles and practices of budget management * Knowledge of data architecture principles in business intelligence | * Knowledge of process improvement techniques * Knowledge of project management techniques * Knowledge of Business Intelligence (Microsoft Product set) |
| Experience   * Experience of driving up quality standards in intelligence management * Significant experience of using analytical packages, including web analytics * Significant experience of presenting complex intelligence in a clear and easily understandable manner * Significant experience of identifying trends and influencing business developments so that organisations achieve profit * Experience of supplying information and intelligence to drive forward communications and marketing activity * Significant experience of making business critical recommendations based on evidence/data * Proven experience of managing projects, planning and organising work * Proven and effective experience of the management of resources in a changing organisational environment. | * Recent experience of working with schools, academies or other educational settings. * Product/service development experience * Experience in accessing and manipulating data from SQL, Web source, JSON, XML and RESTful API. * Significant experience of analysing, designing, developing and testing reporting products. |
| Occupational Skills   * Ability to develop and maintain effective partnerships internally and externally * High level ability to use a range of research techniques and data collection and to produce clear reports with recommendations * Proven interpersonal, written and spoken communication skills * Strong ability to communicate complexity and promote organisational policy and objectives. * Ability to contribute to the planning of resources for the NYES Group, and to understand where specific programmes should collaborate to drive change. * Ability to manipulate, analyse and interpret complex intelligence and data, identifying the key policy-relevant findings, and actions or improvements that are needed as a result. * Excellent organisational skills, with the ability to prioritise workloads and delegate effectively * High level negotiation and influencing skills * Ability to make decisions within own area of responsibility * Ability to problem solve and find pragmatic solutions | * Change management / business process re-engineering skills * Project management expertise |
| Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role   * Professionally qualified to degree level in a relevant specialism or equivalent | * A management or post Project management qualification |
| Other Requirements   * Evidence of continuing professional development * Ability to travel when required to fulfil the responsibilities of the post * Ability to attend meetings outside of normal business hours * Ability to work both on own initiative and as part of a team |  |
| Behaviours   * Commitment to the mission of NYES Group and its operating principles * Compliance with NYCC behaviours | [Link](http://nyccintranet/policies/behaviour-and-skills-framework) |

NB – Assessment criteria for recruitment will be notified separately.  
Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.