

Kent County Council

Job Description: *Analyst Manager – Customer Voice (Qualitative)*

Directorate	Strategic and Corporate Services
Unit/Section	Analytics
Grade	KR11
Responsible to	Performance and Analytics Manager

Purpose of the Job:

As an Analyst Manager you will be expected to act as a professional supervisor within the Analytics team. The Analytics team is part of the Strategy, Policy, Relationships and Corporate Assurance division of KCC. You will be expected to be flexible and adaptable in approach but maintain a specialist focus on one of the key areas: Customer Voice, Statistics, Strategy, Performance Reporting, Process Analysis and County Statistics.

As the Analyst Manager with the specialist focus on Customer Voice (qualitative) you will be expected to design, supervise and complete qualitative research and related customer voice research methodologies to ensure decision-makers have robust evidence to focus resources to meet needs and deliver value for money. You will influence the organisation's development of a strong social and market research capability and provide research and evaluation expertise and analyses to inform strategy and commissioning.

Evidence based decision making is a priority for the council and this role will require the individual to take the lead on specific customer voice projects; working with colleagues across KCC and partner organisations to provide specialist advice, guidance and support in respect of customer and service insight to understand the demand on services and resources. This information will be integral to the evaluation of service effectiveness.

Main duties and responsibilities:

- The post holder will be the expert lead for key analytical projects that will be used to inform relevant KCC service policy. You will take ownership over the collaborative process of agreeing the research and analytical specifications with clients (e.g. managers, commissioners) and be responsible for the supervision of people and resources assigned to the project. The Analytics Manager will ensure the project is managed effectively by delivering a cost effective and efficient service.
- Undertake and supervise complex and sensitive qualitative research, and the production of clear reports for a variety of audiences so they can readily understand the findings and use them in their decision-making. Provide high level advice and support to clients who are using information provided by the team to influence policy and activity within the council.
- Work collaboratively with other managers within the Analytics team to ensure the integration of customer insight projects with other research and evaluation work streams to develop a more complete interpretation and advisory service. Make and implement recommendations for policy and process change which will improve the service provided for clients.
- Undertake continual professional development so the individual is able to provide advanced advice on their specialist area and be the expert point of contact within KCC, working across the Directorates at an influential level to improve and reshape

service delivery. The post holder is expected to support the team and share developments to ensure knowledge remains relevant.

- Lead on the design, implementation and reporting of qualitative research methodologies across a range of services that the council delivers or commissions. Provide expert advice to influence decisions regarding appropriate approaches to qualitative research and the application of these.
- Collaborate in a range of high level and wide-ranging research projects and evaluations that employ different research methodologies, both qualitative and quantitative. Provide expert qualitative know-how (discussion guides, moderating focus groups) in combination with an understanding of quantitative approaches (survey design and analysis).
- Lead high-quality qualitative, including participatory, research so customer and resident voices are captured, heard and understood in KCC decision-making and commissioning.
- Where projects are commissioned to third party providers, advise on appropriate methodologies and support the development of the brief and recruitment of researchers in collaboration with colleagues.
- Take ownership of the delivery of research as part of wider mixed method 'Analyse' phase of projects in commissioning and major transformation programmes, as well as bespoke qualitative research projects towards improving outcomes and influencing decisions and policy.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: *Analyst Manager – Customer Voice (Qualitative)*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none">• Relevant degree level study or equivalent professional experience• Commitment to further professional development
EXPERIENCE	<ul style="list-style-type: none">• Established experience of working within a market research or social studies environment with a good track record of managing social research projects.• Extensive experience of working with clients to identify and establish research specifications• Expert experience of designing and delivering qualitative projects• Established experience of research project management and ability to deliver outcomes within tight deadlines.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Excellent presentational and communication skills with the ability to articulate highly complex concepts and ideas impartially to non-specialist audiences.• Extensive technical know-how of qualitative methods and how to design appropriate approaches• Ability to positively engage stakeholders to help clarify understanding of information needs• Highly skilled in engaging members of the public less likely to take part in traditional forms of research• Works in partnership, at a high-level, with other researchers, analysts, and other colleagues to provide relevant and high-quality contribution that influences to decision making
KNOWLEDGE	<ul style="list-style-type: none">• Wide-ranging knowledge of different techniques to capture, analyse and evaluate qualitative data and information accurately• Standards and ethics in research and evaluation, including Data Protection, Freedom of Information, and transparency• Expert qualitative analytical knowledge and is able to identify when to use different research methods appropriately.
BEHAVIOURS AND KENT VALUES	Kent Values: <ul style="list-style-type: none">• Open• Invite contribution and challenge• Accountable