

JOB DESCRIPTION

Job Title: Principal Transport Data Analyst

Directorate & Section/Unit: Economy and Infrastructure / Transport & Infrastructure / Performance & Intelligence

Reporting to: Head of Transport Technology

Responsible for: N/A

Salary Grade: PO3

DMA Management Level: Frontline

DMA Span of Control (Direct Reports): N/A

Our People Values:

To uphold and act in accordance with Worcestershire County Council's values:

- **Customer Focus** - Ensure delivery of a high-quality service which meets the needs of customers
- **Can Do Culture** - Be proactive to achieve excellence, finding solutions and creative ways of working
- **Freedom within Boundaries** - Make constructive change through cohesive decision making, ensuring services are responsive.

Purpose of job:

- To lead the strategic development and delivery of data intelligence, monitoring, and evaluation across transport programmes including the Bus Service Improvement Plan (BSIP) and Home to School Transport (HTST).
- To be responsible for managing end-to-end performance reporting, designing and maintaining transport-focused BI tools (e.g. Power BI dashboards),
- To support statutory reporting, and overseeing the evaluation of government grant-funded schemes.
- To combine advanced analytical capability with a deep understanding of transport policy, enabling the Council to make data-driven decisions, demonstrate value for money, and comply with evolving internal and government reporting expectations.

Main Activities & Responsibilities:

- To lead the development and operation of transport intelligence platforms, including dashboards, performance reports, and forecast models.
 - To develop and apply robust data validation frameworks to ensure dataset integrity across all services.
 - To lead on the evaluation and compliance of government-funded schemes (e.g. BSIP), including outcomes and government reporting.
 - To apply AI and predictive analytics to enhance demand & financial forecasting and scenario planning.
 - To advise elected Members, Directors and external partners on transport performance and investment outcomes.
-

- To support HTST operations through eligibility modelling, SEND analysis, and data-led service planning.
- To collaborate across services to embed strategic performance monitoring and service evaluation.
- Maintain alignment with national datasets (e.g. NaPTAN) and contribute to data governance, protection and publication requirements.
- To present reports to senior stakeholders including strategic boards, Members and government officials.
- To ensure compliance with statutory obligations, open data, and DfT grant conditions.
- To lead and manage teams and resources to successfully deliver projects to time, cost and quality requirements and professional standards.
- To be aware of new legislation, commercial and contractual law, government policy, best practice and other external factors and to use this knowledge in ensuring the continuous improvement of the service
- To contribute to the development of commissioning and commercial skills across the wider workforce.
- To provide appropriate and effective challenge and hold to account services regarding quality and performance issues.
- To represent the Council as appropriate on relevant regional and national bodies.
- To deputise for the BSIP programme manager when appropriate.

Generic Accountabilities:

- To maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff in their development and training
- To undertake other such duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equality and Diversity Policy
- The Code of Practice on the English Language Requirement for Public Sector Workers (the fluency duty) applies to this post. Therefore, an ability to fulfil all spoken aspects of the role with confidence through the medium of English is essential for the post.

Contacts:

In all contacts the post holder will be required to present a good image of the Directorate and the County Council as well as maintaining constructive relationships.

Internal: Elected Members, Directors, Assistant Directors, senior managers, management teams, managers and staff across all Directorates, project staff, governors, headteachers, teachers, support and other school-based staff

External: District & County Councils, Government agencies and departments, healthcare professionals, PCT, Police, Fire, Probation Service, educational settings, suppliers, contractors, service providers, statutory and voluntary organisations, service users, clients, customers, parents and pupils, members of the public, volunteers

Additional Information:

- The ability to travel throughout the county, including areas where there is limited public transport and be able to reach, including but not limited to, families, young people, internal and external clients and within a timely manner
- The Council reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility
- Reasonable adjustments will be considered as required by the Equality Act.

Author: Matt Stone

Date: 21st August 2025

Date of grading confirmation: 26th August 2025

PERSON SPECIFICATION

Job Title: Principal Transport Data Analyst

Directorate & Section/Unit: Economy & Infrastructure, Transport & Infrastructure / Performance & Intelligence

Salary Grade: PO3

EXPERIENCE:

It is **essential** that the post holder has:

- Substantial experience of Power BI, SQL, and scenario modelling with a strong understanding of Home to School funding rules, BSIP grant requirements, and DRT policy frameworks.
- Substantial experience of strategic performance reporting within a transport or public sector setting.
- Significant experience of AI, machine learning in local government, and Green Book evaluation frameworks.
- Significant experience of policy and performance management including evaluation
- Significant experience of design and implementation of grant evaluation frameworks.
- Significant experience in policy and financial analysis within complex environments.

It is **desirable** that the post holder has:

- Demonstrable experience of BSIP
- Demonstrable experience of transport scheme evaluation.
- Considerable experience of AI/predictive analytics in transport applications.

KNOWLEDGE, SKILLS AND ABILITIES:

It is **essential** that the post holder has:

- Expert knowledge of Power BI, SQL, and scenario modelling with a strong understanding of school transport policy and funding rules, BSIP grant requirements, and DRT policy frameworks
- Expert knowledge of strategic performance reporting within a transport or public sector setting
- Specialist knowledge of AI, machine learning in local government, and Green Book evaluation frameworks.
- Specialist knowledge of policy and performance management including evaluation
- Specialist data analysis and visualisation skills
- Specialist knowledge of government transport grant frameworks
- The ability to identify and apply solutions to complex issues and insight translation?
- The ability to communicate and present insights to a variety of audiences including senior stakeholders
- The ability to deliver the analytical direction of the authority's transport intelligence function.

It is **desirable** that the post holder has:

- Working knowledge of Spatial and GIS analysis in transport planning.
-

QUALIFICATIONS/TRAINING & DEVELOPMENT:

It is **essential** that the post holder has:

- A Level 7 qualification or equivalent compensatory experience
- Evidence of ongoing continued professional development (CPD) in analytics or performance evaluation.

It is desirable that the post holder has:

- Project management qualification (e.g. PRINCE2).
- Applied certification or experience in AI/ML techniques.
- A Level 1 qualification in Essential Digital Skills or evidence of excellent IT skills in Microsoft Office

Author: Matt Stone

Date: 21st August 2025