ROLE PROFILE

Job Title:	Transport Analyst	Job Code:	PSC/R13
Department:	Research and Intelligence	Version:	1.2
Reports To:	Transport Analytics Lead	Date Created:	May 2022
		Grade:	J

Is this a politically restricted Post?	~~Yes~~/ No	*(*if yes, see our policy on what this means)*
Is this a Vetted Post?	~~Yes/No~~	

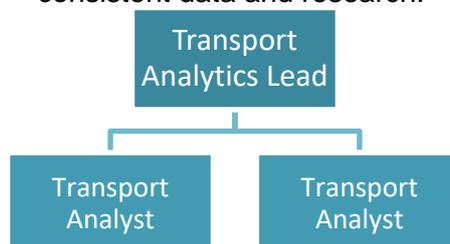## ORGANISATIONAL CONTEXT

Our Vision as an organisation is:

To be a globally recognised economy where good growth delivers high levels of prosperity, jobs and quality of life for everyone.

To achieve this we will:

Secure the means to deliver projects and services needed for growth in the Leeds City Region (LCR), be its voice nationally and internationally, and build the partnerships to ensure the best economic outcomes.

Our department contributes to this by:

Underpinning our policies, strategies, resources proposals and schemes with robust and consistent data and research.

```
Transport Analytics Lead
  ├── Transport Analyst
  └── Transport Analyst
```

Job Overview:

- To undertake transport research and analysis activity to shape and influence policies, projects and services delivered by the West Yorkshire Combined Authority, local enterprise partnership (LEP) and local authority partners.
- To drive the development and management of the Combined Authority's transport statistics evidence base, ensuring it is fit for purpose, up to date and maximises the reach of Transport Analytics, supporting high profile regional transport initiatives.
- Promotes best practice and provides expert advice and support to lead consistent monitoring of project performance against the organisation's strategic objectives.
- To undertake advanced analytical techniques to collect, synthesise, analyse and disseminate transport data and advise senior managers across the Combined Authority, local authority partners, politicians and board members.

- © Take a pro-active approach to participating and delivering of your directorate's objectives.
- © Demonstrate commitment to corporate processes and ensure that these are delivered at all times.
- © Be a visible and enthusiastic team member, encouraging partnership working across the organisation.
- © Take a positive approach to self-development.

CRITICAL SUCCESS FACTORS

We break each job down to explain the critical areas for success, ranked by importance.
These indicate the end result or outputs for which the role holder is responsible.

People Contacts:

- Manage effective relationships with a wide network of stakeholders, including senior managers across the Combined Authority and partner councils, fellow research and analysis professionals, external suppliers, transport service operators, politicians and other networks for example Urban Transport Group and Institute for Transport Studies.
- Deputise for the Transport Analytics Lead in supplier meetings, project inception and scoping / cost negotiations, and other high-level meetings, as required, taking responsibility for the item for the duration of the request. Tailor insights appropriately to different audiences accounting for their level of understanding to encourage engagement with transport analytics and research.
- Inspires and motivates organisational change and acts as a champion of for transport intelligence supporting the organisations priorities.

- © Support partnership working across the organisation and externally.
- © Work together with your team to ensure targets are achieved.
- © Be an advocate of our strong performance management culture, taking accountability for delivering results.
- © Contribute to a positive working environment for your team, with a solid ethic of working towards achievement of our vision.
- © Take a proactive approach to internal processes, contributing during meetings and interviews.
- © Utilise effective communication channels when working with others.

Technical Duties:

- Design and deliver complex transport research and analytical projects to support the development, delivery and monitoring of core organisational strategies.
- Responsible for collating, managing and monitoring key metrics supporting all transport related strategies and programmes, including high profile, high risk Mayoral priorities.
- Use expert knowledge to produce analysis and high-quality briefing materials to support reporting of projects and programmes to key groups such as Combined Authority leadership, local authority partners, board members and the general public.
- Manage transport data sets from a wide range of sources, continually reviewing to ensure the accuracy and validity of the data, applying statistical techniques to derive insight, to better understand spatio-temporal trends of the transport network. Utilise industry specialised public transport accessibility mapping tools requiring expert technical knowledge of the transport network. Identify opportunities to enhance the Transport Analytics data offer.
- Drive the specification, development, management and dissemination of transport related primary research, covering contemporary issues with high profile political audiences.
- Provide expert knowledge and advice to the Transport Analytics Lead, R&I colleagues and the wider organisation to support research and analysis, for example underpinning the development of transport projects business cases through the LCR Assurance Framework.
- Use expert knowledge to provide analytical support to district partners for sub-regional transport monitoring.
- Proactively connect with external research groups including the Urban Transport Group (UTG) to develop new and innovative approaches to transport analytics and research
- Author best-in-class, publication standard reports which distil complex transport trends and patterns into easy-to-understand insight for a range of audiences, including high profile political and public forums.

- Use transport analytical, disciple-specific bespoke technical tools (software products and platforms) to interrogate and analyse large operational data sets (for example spatio-temporal journey analysis using real time public transport data), draw inferences and present insights as reports, visualisations or self-service tools such as interactive dashboards.
- Identify areas to increase efficiency by proactively developing and maintaining automated processes for data flows using approaches including industry-leading Extract, Transform and Load (ETL) tools.
- Present technical insights to a variety of stakeholders including senior management, politicians and external bodies in settings such as meetings and project boards, inviting discussion and feedback to ensure the Transport Analytics team is proactively and consistently invited to contribute content.
- Working with the wider Research and Intelligence team, actively engage with the specification, production and management of a R&I data repository covering regional trends. Proactively identify opportunities to take responsibility for transportation data within this tool to provide robust, contemporary and credible information to high profile consumers, including the Mayor's team, supporting high profile organisational priorities including the CA taking ownership of commercially sensitive transport datasets.

- © Typically works on horizons of up to one year, in line with the objectives set in the business plan.
- © To uphold procedures in place to achieve your strategic objectives, suggesting amendments to processes as required.
- © Ensuring compliance with the Combined Authority's health and safety policy.

Impact & Influence:

- Maintain and strengthen effective working relationships with transport operators and consultants, drawing upon industry expertise, to ensure a smooth flow of information to enable evidence-based decision making.
- Produce clear and compelling reports demonstrating the value of transport analytics, and present to senior internal and external stakeholders, including senior managers and politicians.
- Actively maintain keen awareness of the West Yorkshire transportation offer and developments pertinent to its improvement including opportunities from central Government, priorities of local decision makers and the business position of transport operators.
- To respond to internal and external requests for data and insight relating to the West Yorkshire transport system by providing incisive analysis and bespoke briefings as required.
- Work closely with members of the Transport Policy directorate by generating or drawing upon evidence to shape policies, strategies and bids, interfacing as an intelligent client championing the value of data as the fuel of decision making, and challenging when it is absent.

- © Represent the interests of your team within the context of the wider aims of the Combined Authority both internally and externally.
- © Fosters good working relations across the organisation, building effective team relationships.

The above lists of accountabilities are not exhaustive. The role holder will be required to undertake such tasks as may reasonably be expected commensurate with the scope and grading of the role.

THE PERSON

To be fully successful in the role, we believe the following knowledge, skills and experience are required. When recruiting, we are looking for the best candidate match to this, however we know that there are some elements that can be trained and this will be taken into account during the recruitment process.

Knowledge:

- © Educated to degree or equivalent relevant education

- © Practical experience of successfully performing in a similar role.
- © Experience of analysing, interpreting and disseminating transport data

- Advanced applied understanding and experience of qualitative and quantitative analytical techniques, methodologies and best practice that can be applied to transportation data sources.
- Significant demonstrable advanced experience of interpreting and using national official statistics, local authority and operator transport data to communicate clear messages
- Extensive knowledge and experience of monitoring long term transportation indicators against ambitious targets and providing compelling regular update communications.
- Comprehensive experience of specifying key performance indicator sets in collaboration with politicians, decision makers and project managers, drawing upon expert knowledge of data sources and associated limitations to provide challenge so that indicators and targets are quantifiable and realistic.

People:

- © Experience of effectively contributing to team objectives.
- © Experience of successfully identifying appropriate communication channels to deliver information.
- © Experience of effectively contributing to organisational vision.

- Comprehensive experience of identifying appropriate communication channels to obtain data, deliver information and encourage feedback, dialogue and engagement.
- Experience of managing complex stakeholder needs, including external and political consumers, while producing high profile and public facing technical outputs with risks to organisational reputation.
- Experience of prioritising work to meet deadlines and reacting to short-notice, high-priority intelligence requests, from internal and external consumers, while maintaining organisational objectives and best practice standards.
- Comprehensive experience of coordinating tasks with colleagues when working as part of a wider project team, and working on multiple diverse projects simultaneously
- Comprehensive experience of building effective working relationships within and outside the organisation within a fast-paced environment.

Technical:

- © Strong negotiation skills.

- Extensive research and analytical skills, with significant experience of using software packages relevant to transport analytics, quantitative / qualitative analysis tools, and an understanding of research fundamentals including questionnaire design, sampling and data protection considerations.
- Significant experience of developing, managing and disseminating the results of monitoring programmes, using a range of information sources to evaluate the effectiveness of activities and form recommendations to colleagues and stakeholders. Demonstrable understanding of a broad range of analytical approaches, and how to apply these to maximise the reach of transport analytics among target audiences
- Significant experience of authoring high-quality research and analysis publications for multiple target audiences, in particular communicating complex information in an accessible way.
- Significant experience of presenting complex information in the most appropriate means for the purpose required, including charts, maps and diagrams, across various outputs including interactive dashboards.
- Significant experience of analysing and communicating commercially sensitive information, considering relevant data control processes, and managing organisational reputational risk while conveying pertinent information.

Impact & Influence:

- Comprehensive experience of building excellent working relationships with public and private sector partners and with a wide range of audiences, including external research teams.
- Experience of effectively managing relationships with external suppliers to deliver objectives including resolving technical and/ or performance related issues, while managing the needs of commercial and political pressures.
- An excellent sense of neutrality with the ability to analyse and present data impartially and ethically to varied audiences, including appropriate focus on cohorts of the population with protected characteristics. Continually review against Equality, Diversity and Inclusion considerations.
- Experience of providing analytical best practice advice and guidance to optimise the use data as the fuel for evidence-based decision making, including with prominent, contentious subject matter which may be subject to public discourse in the press.

OUR VALUE & BEHAVIOURS

Championing Our Region | Working Intelligently |Easy to Do Business With | Positive About Change | Working Together

These are our values. We shaped them together and we're proud of them.

We also created a set of behaviours for each of our values. Our behaviours provide us with a way of working and they are our minimum expectations of everyone here.