



Job Profile

JOB TITLE:	SEND Reform Data Officer
GRADE:	POB
POST NO:	TBC
DBS CHECK:	Enhanced
DIRECTORATE:	Children's Services
SERVICE:	Education and SEND & Inclusion

REPORTING STRUCTURE

Reports to:	Head of Programme Management, Education & SEND
Direct Reports:	Nil
Indirect Reports:	As and when required from the programme

ROLE PURPOSE:

This role will provide specialist analytical, performance and reporting support for the Council's SEND Reform Programme, including the Experts at Hand model, helping to turn service, programme and financial information into practical evidence for planning, governance, oversight and delivery.

The postholder will support the SEND Reform team by bringing together operational, performance and financial information, identifying what the evidence is showing and presenting clear conclusions that help leaders, services and partners make well-informed decisions for children, young people and families.

The role will widen the safe and effective use of data across Education and SEND by

creating dependable reporting products, improving underlying data arrangements and helping colleagues use evidence confidently. Delivery will require close collaboration with the SEND Reform team, the Experts at Hand team, schools, health, social care, Early Help, corporate data, technology, finance, programme and operational teams, as well as relevant external partners.

All analysis and reporting produced by the role must be clear, proportionate, and quality assured, with suitable controls for confidentiality, access, interpretation and ongoing maintenance.

Job Description

1. Resident & Community Contribution

- Use stakeholder feedback, service intelligence and, where appropriate, co-production evidence to support evaluation of SEND Reform activity and inclusive practice.
- Use analysis to help services understand and improve the experiences and outcomes of children and young people with SEND.
- Reflect the Council's residents' first principles when deciding how information is selected, interpreted and communicated.
- Make findings accessible to families, schools, partners, and decision-makers where appropriate.
- Raise significant concerns about data, performance, safeguarding or information handling through the correct route.

2. People Management

- Support programme and workstream colleagues to use consistent measures, definitions and reporting disciplines across SEND Reform activity.
- Where colleagues contribute to analytical workstreams, provide clear guidance, coordination and constructive feedback in line with agreed programme arrangements.
- Act as a source of professional advice for colleagues who develop, commission or use SEND data and reporting products.
- Create practical guidance and learning sessions that enable staff to interpret reports correctly and use approved analytical tools appropriately.
- Encourage shared analytical standards, peer learning and constructive challenge across Education and SEND.

3. Operational Service Delivery

- Provide analytical support for the development, implementation and evaluation of SEND Reform initiatives, including Experts at Hand, early identification, graduated response, inclusion programmes and preparation for adulthood developments.
- Maintain reporting that supports programme governance, milestone tracking, risk

identification, decision-making and benefits realisation for SEND Reform delivery.

- Take analytical products from initial requirement through build, assurance, release and review, using Power BI, SQL, SSRS and other Council approved technologies where appropriate.
- Combine information held across different systems and present the resulting evidence through concise analysis, dashboards and reports suited to operational and strategic audiences.
- Maintain the structures, calculations, definitions and records needed for reporting outputs to be consistent, traceable and independently reviewable.
- Help service leads to frame the questions they need answered, clarify the intended use of each product and agree a proportionate order for delivery.
- Produce scheduled and one-off analysis on demand, workflow, timeliness, quality, provision, placements, outcomes, expenditure and programme progress.
- Support SEND-related statutory and regulatory submissions through validation, analytical input and documented quality checks.
- Test source records and published outputs for completeness and accuracy, investigate discrepancies and work with accountable officers to resolve them.
- Bring service, performance and financial information together with Business Intelligence and Finance colleagues to support a coherent view of activity and cost.
- Apply trend, cohort, comparative, forecasting and scenario techniques to inform capacity, sufficiency, commissioning and resource planning.
- Develop reporting tools that authorised users can navigate independently, supported by clear definitions, instructions and access safeguards.
- Explain methods, assumptions, limitations and findings clearly to specialist and non-specialist audiences.
- Prepare clear data packs, briefings and presentations for senior leaders, programme boards, Schools Forum, partnership boards and inspection readiness activity.

4. Service Planning & Development

- Support annual delivery planning by providing baseline analysis, performance trajectories and evidence to monitor progress against the Local Area SEND Strategy, SEND Reform Plan and Inclusion Strategy.
- Supply the evidence needed to shape, monitor and evaluate SEND reform plans, service strategies and improvement activity.
- Agree credible starting positions, measures of success, target trajectories and evaluation methods with programme and service leads.
- Develop analysis that assists demand management, capacity planning, sufficiency, commissioning and early intervention.
- Provide evidence for business cases, options appraisals, programme boards and senior or partnership reporting.
- Assess whether planned changes are producing the intended benefits and outcomes.

5. Financial & Resource Management

- Link activity, demand, provision and outcome information with relevant financial data.

- Support budget oversight, forecasting, value-for-money assessment, cost avoidance and benefits realisation through robust analysis.
- Use Council systems and data resources responsibly.
- Identify reporting activity that can be simplified or automated without weakening control or quality.

6. Service Improvement

- Use evidence to highlight unusual variation, developing pressures, unequal experiences or outcomes, and areas where services could improve.
- Collaborate with technology, transformation and supplier colleagues to strengthen the foundations, interfaces and information flows supporting SEND reporting.
- Evaluate new analytical approaches within approved governance, security and ethical boundaries.
- Review how reporting products are used and refine them in response to evidence, user experience and changing requirements.
- Use methods that can be repeated, explained and maintained without unnecessary manual effort.
- Contribute to Local Area SEND inspection preparation, self-evaluation and continuous improvement by ensuring evidence is accurate, accessible and aligned to agreed improvement priorities.

7. Contacts

- Headteachers, SENDCOs, Governors and Trust Leaders.
- Officers across Children's Services, Education, SEND, Early Help, Experts at Hand and Social Care.
- Health partners including DCO, DSCO, Therapies and CAMHS.
- Parent Carer Forum representatives, families and partner organisations where data is used to support engagement, evaluation or co-production.
- Alternative Provision and Specialist Provision leaders.
- Department for Education representatives.
- Regional SEND networks and professional groups.
- Elected Members, senior officers and partnership boards.

8. Additional Responsibilities

- Undertake other reasonable duties consistent with the purpose and level of the post.
- Contribute to relevant priorities within Education and SEND strategic and improvement plans.
- Maintain current professional knowledge and participate in appropriate development and networks.
- Comply with Council requirements relating to equality, health and safety, safeguarding, information governance and data protection.

9. Key Performance Indicators

- Clear evidence of the impact of Experts at Hand and wider SEND Reform initiatives on inclusion, early intervention, school confidence and outcomes.
- Accurate and timely delivery of agreed SEND reports, dashboards and analytical products.
- Demonstrable improvement in the completeness, consistency and reconciliation of service and financial information.
- Effective evidence for SEND reform governance, milestones, decisions and benefits monitoring.
- Compliance with statutory reporting deadlines and internal assurance standards.
- Appropriate uptake and correct interpretation of reporting products by authorised users.
- Evidence that analysis has informed improvement, planning and resource decisions.
- Positive contribution to Local Area SEND inspection readiness through reliable evidence, assurance records and clear performance narratives.

Person Specification

This person specification will be used for recruitment to this role in LBH. It will form the basis of the application form, and candidates will also be assessed against aspects of this person specification at interview.

	ESSENTIAL	DESIRABLE
1. QUALIFICATIONS		
Degree-level education in a relevant discipline, or equivalent substantial professional experience in analytics, performance or information management.	✓	
Relevant professional qualification or advanced analytical training.		✓
2. STATUTORY or ROLE SPECIFIC REQUIREMENTS		
Flexibility to respond to service requirements, including occasional work outside normal hours.	✓	
Ability to meet the safeguarding and enhanced DBS requirements applicable to the post.	✓	
3. EXPERIENCE		
A substantial track record of producing data, analytical	✓	

insight and performance reporting within a complex service environment.		
Practical experience of building Power BI solutions and using SQL to prepare, transform and examine data.	✓	
Experience of SSRS (System C data warehouse) or a comparable enterprise reporting platform.	✓	
Experience of using the NHS's SystemOne		✓
Evidence of drawing sound conclusions from complicated information and communicating them to influence planning and improvement.	✓	
Experience of data modelling, metric definition, dashboard production, technical documentation and quality control.	✓	
Experience of investigating data-quality problems and reconciling operational and financial sources.	✓	
Experience of working effectively with senior leaders, service managers, technical specialists and partner bodies.	✓	
Experience of helping colleagues develop competence in analytical tools, reporting concepts and interpretation.	✓	
Experience of SEND, education, children's services, NHS or local government information.	✓	
4. KNOWLEDGE & SKILLS		
Advanced practical knowledge of Power BI, including Power Query, DAX, data modelling, visualisation, publication and control.	✓	
Strong SQL capability and understanding of relational structures, querying, transformation and validation.	✓	
Ability to apply trend, cohort, forecasting, comparison and performance techniques appropriately.	✓	
Sound knowledge of data quality, governance, information security, UK GDPR and data protection.	✓	
Highly developed written, spoken and visual communication skills, including making analytical findings understandable to non-specialists.	✓	
Ability to organise competing demands, resolve problems and deliver accurate work to deadlines.	✓	
Knowledge of SEND legislation, statutory processes, performance arrangements, inclusion practice and reform priorities.	✓	
Knowledge of education funding, children's services finance or Dedicated Schools Grant reporting.		✓
Our values		

Respect

We appreciate what makes us different and include everyone.

We recognise that we all have unique talents, skills and experiences.

We provide a professional service to our residents and colleagues and lead by example.

We celebrate diversity and ensure our working practices are inclusive.

Collaborative

We believe in the power of working together.

We work collaboratively as one council.

We promote creativity and innovation to improve outcomes for all.

We recognise the strength of sharing knowledge and experience.

Efficient

We deliver the best possible outcome by carefully managing our resources.

We are empowered to deliver the most efficient outcome.

We harness new technology and tools to deliver our services efficiently.

We look after our finances and maximise value for money for residents.

Integrity

There is no gap between what we say and do.

We choose what is right over what is easy.

We trust and support each other to get the job done.

We are responsible and accountable for our actions, both good and bad.

Open and honest

We are transparent in the actions and decisions we take.

We provide a safe space to have truthful discussions in a positive way.

We encourage constructive feedback without fear of judgement.