Job description - Business Intelligence Lead (Reporting)

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Business Intelligence Reporting Lead
Directorate	Corporate Services
Department or team (if applicable)	Strategy and Business Intelligence
Reports to	Head of Data and Business Intelligence
Direct reports	None
Job location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

The BI Reporting Lead will be the MS Society's leading expert in Power BI and other reporting tools, playing a crucial role in enhancing the organisation's data maturity and decision-making capabilities. They will be responsible for the design, development, and management of BI reports and dashboards across multiple BI tools, overseeing their full lifecycle from requirements gathering to deployment, maintenance, and optimisation. This includes providing best practice guidance for reporting within systems such as Dynamics and Assemble.

As the expert of BI reporting, they will ensure that staff have access to data, and that reporting mechanisms remains available, effective, and continuously developed to address new and existing challenges. This will involve complex data troubleshooting, including resolving process inefficiencies, data quality issues, and user knowledge gaps. They will work closely with other teams to investigate and resolve these issues.

The BI reporting Lead will contribute to the MS Society's data, digital, and technical strategy, particularly within Microsoft Azure data architecture, and play a key role in shaping the strategic use of BI tools across the organisation. Through independent research, collaboration with peers, and engagement with stakeholders, they will define the future direction of BI tools, ensuring that the MS Society can fully leverage its data for informed decision-making and operational efficiency.

Section 3 - Key responsibilities and accountabilities

	One line description of responsibility or accountability
1	Strategically lead the development and implementation of robust, organisation-wide best practices and standards for BI tools, embedding a 'hub and spoke model' that ensures alignment with organisational standards for data governance, security, and usage across all our BI tools. Apply expert knowledge to drive improvements in data management processes and enhance organisational data maturity, facilitating a culture of accountability and innovation in BI practices.
2	Act as the organisation's expert on BI reporting, collaborating with IT to develop, procure, and optimise BI tools. Also collaborate with IT to extract, transform, and load (ETL) complex datasets into BI systems, ensuring alignment with technology and data standards.
3	PowerBI report and dashboard life-cycle management – provide strategic leadership for the introduction and management of PowerBI. Oversee the entire life-cycle of organisational reports and dashboards on PowerBI, from requirements gathering to deployment, maintenance, and archiving.
4	Reports and Dashboard development - lead the development and execution of a Power BI roadmap, ensuring timely, user-focused reporting solutions aligned with organisational goals. Oversee consistency and quality through technical documentation and stakeholder collaboration. As the organisational BI expert, develop, maintain, and optimise strategic and operational reports, using advanced data modelling, complex visualisations, and innovative reporting to support effective decision-making.
5	BI tool optimisation – optimise PowerBI performance through advanced data modelling, efficient query writing, and continuous monitoring. Use technical expertise to proactively identify and resolve performance issues, ensuring BI tools meet evolving user needs and organisational standards. Collaborate IT to address complex challenges and drive platform excellence.
6	Data maturity - contribute to initiatives to improve organisational data maturity and promote a culture of data-driven decision-making. Work closely with Data and BI colleagues to ensure cohesive data strategies and frameworks and implementation. Independently build strong relationships with BI users, and provide technical support and training to stakeholders on the use of Power BI and other BI tools.
7	Innovation and best practices - Stay abreast of emerging trends and best practices in BI reporting. Advocate and lead on the adoption of innovative data methodologies to improve access and use of data.
8	Monitoring and reporting on performance. This role is responsible for the analysis and evaluation of performance, monitoring and reporting against agreed objectives, including KPIs, ensuring action is taken in a timely manner to enable corrective action.

Section 4 – Dimension of the role

Resources	Accountable for the strategic position and upkeep of BI tools across the organisation.
Staff or volunteers	No direct reports but management of other staff resource when delivering projects and key pieces of work.
Budget	n/a
Key relationships	**Internal** • Working with all business units and Key User Groups to ensure BI tools use is as efficient as possible and developed to meet their needs. • Working closely with the Data and technical teams. • Presenting and agreeing frameworks with Digital, Data, and Technology Activity Groups. **External** • External suppliers in the form of supplier management. • Other likeminded charities to contribute to and learn from formal and informal support groups. Peers in the public/private sector to track new developments and offer advise where needed.
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society

Section 5 – Key deliverables

	Measures of success
1	High system availability and high levels of user satisfaction with BI tools
2	Strategic and operational PowerBI reports that meet orgnaisational and user needs
3	A highly engaged user group fostered to produce a meaningful and trusting relationship to enable solid communications
4	Driving system optimisation to reduce support and procurement costs
5	Product development roadmap and mechanisms for procreating new requirements
6	Building of relationships with the Technical management team across IT and Data functions

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production			X		X
Open to change and innovation		X		X	
Sound decisions			X	X	
Collaborative working					X
Effective communication				X	X
Outcome focussed		X			X
Inclusivity					X
Accountability		X	X	X	X
Tech savvy		X		X	

Level	Description
5	**Strategic** Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.
4	**Expert or recognised authority** Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.
3	**Complex** These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.
2	**Enhanced** These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..
1	**Foundation** People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.

Section 7 - Qualifications and training

Qualification or equivalent	
Internal training	
Other professional training or qualifications	**Advanced PowerBI or equivalent experience.** **Ideally Azure and Fabric.**

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview. There should be no more than 7 essential shortlisting criteria.

Requirement	Essential	Desirable	Tested*
Proven experience and expert knowledge as a BI lead, and overseeing the development and rollout of BI tools across a broad range of teams and disciplines.	X		A,I,P
Strong proficiency in SQL and advanced experience with data modelling, integration, and ETL processes.	X		A,I,P
Understanding of Microsoft Azure, including data storage, processing, and analytics services.		X	I,P
Extensive experience with Power BI, including report and dashboard development, DAX, and Power Query.	X		A,I,P
Knowledge of data governance and data quality principles.	X		I,P
Excellent and advanced analytical and problem-solving skills and experience in applying advanced analytics techniques	X		A,I,P
Demonstrable experience of applying effective problem-solving techniques when the situation demands.	X		A,I,P
Experience of managing 3rd parties	x		A,I
The ability to manage change effectively.	X		I,P
Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.	x		I,P
Excellent organisational and workload management skills.	x		I,P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and a Disclosure and Barring Service/AccessNI/PVG scheme check **will not** be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	As with many technical roles there are often urgent demands that need to be addressed in response to a system failure.
Travel requirements	Travel to Team meets when necessary.
Unsocial hours	Some out of hours work may be required.