

Job Description

Job Title Digital Business Analyst

Job number: CCC2054 MKC: JE1808

Grade: MKC: H CCC: P1

Job purpose

Digital Business Analysts are an agile equivalent to a traditional Business Analyst, working across multiple delivery teams to research, analyse and understand user needs.

- Creatively apply design thinking techniques to understand which research methods are appropriate for different scenarios
- Lead the multi-disciplinary team through the uncertain and creative design phase of projects, including understanding feedback from users following demos
- Plan and coordinate the discovery and design phase of multiple agile projects at a time.

Main accountabilities

| | Main accountabilities |
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| 1. | Lead the research and design stage of projects. Facilitate initial meetings and workshops with the delivery team, work with service users (including members of the public), and foster a culture of team involvement in user research, team analysis, design rationale and decision making. This will involve organising, preparing and facilitating meetings, walkthroughs, workshops and presentations for a wide variety of participants. |
| 2. | Design and conduct research activities, in collaboration with users, to help teams get a deep understanding of the people that use the service (including experience mapping, diary studies, early stage concept and prototype testing, usability and accessibility testing) |
| 3. | Use analytics to define user centred key performance indicators (KPIs) and support our clients in understanding what data they will need. |
| 4. | Analyse data and present findings and recommendations so that research is shareable and traceable and the whole team have a shared understanding |
| 5. | Advise the client on how to creatively recruit suitable members of the public/internal users to take part in real user research exercises |
| 6. | Work collaboratively with delivery teams to turn user research findings into service designs with stories and actions that lead to valuable product service features. Create early designs, wireframes and prototypes to test with users and gain early, actionable feedback. |
| 7. | Play a crucial role in creating the final design and supporting the development and continuous improvement of digital services. Ensure the projects stay on true to the |

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| | ultimate goal and that scope changes and requests are fundamental to the agreed minimal viable product and meet user need. |
| 8. | Mentor research analysts and delegate work to ensure the quality of research and design and drive improvements in practice. |
| 9. | Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs. |
| 10. | Ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons, and to comply with the policies and procedures relating to health and safety within the department. |

Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications, knowledge, skills and experience required for this job required for this job.

| ATTRIBUTES | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
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| <p>Education and Qualifications</p> | <p>Degree or equivalent NVQ qualification (preferably in Computing, Social Science or proven relevant experience)</p> | <p>Formal agile training</p> <p>Evidence of professional management studies.</p> <p>Business analysis/ business process management training or similar.</p> <p>LEAN certification</p> |
| <p>Experience and Knowledge</p> | <p>Demonstrable knowledge, experience in and passion for user centred design practices for web, service or software development.</p> <p>Knowledge of design thinking and Human Centred Design concepts.</p> <p>Proven experience of understanding user needs for web content, tools and transactional services, especially those with complex user journeys.</p> <p>Proven experience of designing, facilitating and analysing a wide range of qualitative and quantitative user research methods.</p> <p>Proven experience of presenting user research findings in a wide variety of formats and contexts.</p> <p>Experience of conducting user research interviews with internal and external customers.</p> <p>Strong understanding of strengths and limitations of different research methods.</p> <p>Experience of translating user needs or requirements into feasible solutions</p> | <p>Proven experience introducing and establishing user research practices in an organisation.</p> <p>Proven experience of using service design techniques to create new and exciting services and solutions</p> <p>Proven experience of working in a fast-paced agile development environment with designers and developers and product managers to create new digital products and services</p> |
| <p>Ability and Skills</p> | <p>Superb communication, presentation, facilitation and listening skills which enthuse, motivate and inform people of all levels.</p> <p>Ability to carry out stakeholder analysis and facilitate group activities such as workshops, which encourage people to think differently</p> | <p>Ability to carry out logical data modelling</p> |

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| | <p>Ability to influence and challenge others, where appropriate, in order to help new services meet user need</p> <p>Ability to deliver high quality work and results at pace</p> <p>Ability to enthusiastically learn and adopt new systems and ways of working</p> <p>Excellent ability in using varying ICT systems including MS Office and process mapping software</p> <p>Self-organising and self-managing</p> | |
| <p>Attitudes and Behaviours</p> | <p>Natural openness, curiosity and optimism.</p> <p>Empathetic, selfless and supportive, with a team driven approach to delivery</p> <p>Calm and measured in stressful situations</p> <p>Responsive, adaptable and flexible attitude</p> <p>Relentless focus on user need</p> <p>Continuously learning new skills and trying new things through doing and experimentation</p> <p>Self-awareness, actively improving personal and leadership behaviours</p> <p>Positive can-do attitude to challenges and change</p> <p>Passionate about making a positive impact and making a difference</p> <p>An interest in new technology and how this can help the public sector improve the lives of citizens</p> | |
| <p>Equal Opportunities</p> | <p>Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.</p> | |