

JOB PROFILE

Job Title:	Digital Business Analyst
Service Area:	Customer & Digital Services
Grade:	7
Reporting Manager:	Customer & Digital Project Manager
Direct reports:	None

Job summary:

To provide digital transformation, user research and human centered design advice, guidance, and support to the Council. The post holder will support the Council in achieving its objectives through the effective use of technology, articulating the voice of the resident as well as the adoption of a 'digital by default' approach to transformation.

To support complex, digital redesign projects and contribute towards delivering organisational and cultural change across the council. To identify areas for improvement in terms of process and efficiency and develop effective solutions that have digital at the heart to deliver that improvement. Examples of this include 'as is' process mapping and 'to be' process design, customer journey mapping, and producing user stories for a range of service areas.

Key responsibilities:

Liaising with service managers and teams across the Council to understand their requirements, what they want to achieve and use that knowledge to build and maintain strategic relationships.

Working with the Digital Solutions and IT teams to ensure that digital services are built and delivered using modern and sustainable technology platforms that provide good value for money, and that common solutions are used wherever this is practical.

Work with managers and teams across the organisation to design digital solutions that will transform a service's operating model delivering both rapid service improvements and operational efficiencies both on and offline.

Understanding, anticipating, and influencing customer demand for digital services through feedback provided by the Customer Experience team.

Working alongside departments in order to define and secure departmental resources needed to achieve the delivery of projects.

Maintaining a portfolio of required and commissioned digital transformation projects, including, but not limited to, their funding source and business owner.

Influencing and stimulating behavioural change over an extended period by using targeted service redesign and change techniques with individuals, groups, and teams in a positive and supportive way.

Analytical modelling and forecasting to assess opportunities for change and enable evidence based decision-making practice.

Overseeing the lifecycle of all changes, enabling beneficial changes to be made with minimum disruption to services.

Conducting business process analysis and redesign with a view to identifying opportunities to reduce costs and implement cost saving processes.

Supporting the Council in transforming digital services through improved user experience, increasing the volume of services available and transactions completed online and the delivery of end-to-end transformed services, including the use of automation where appropriate.

Supporting and promoting the use of digital tools and agile ways of working.

Ensuring that the delivery and iteration of digital services across the Council is data driven as is the delivery and improvement of individual services.

Supporting the Council in delivering necessary business and cultural changes together with appropriate processes and procedures.

Actively participating in cross-departmental process improvements, ensuring technology is strategically designed and implemented on a departmental, user-focused basis rather than projecting internal structures.

Supporting the definition and monitoring the realisation of anticipated benefits as specified in the business case for a change programme or project.

Additional Responsibilities:

Please follow this link to read your general responsibilities:

[General responsibilities for employees | North Herts Council \(north-herts.gov.uk\)](https://www.north-herts.gov.uk/employees/general-responsibilities)

Key Requirements:	*
Qualifications:	
Educated to A Level standard, or equivalent	E
BSc Degree in Management, Finance, Computer Science, Technology or Engineering	D
Job related experience & knowledge:	
Experience of interpreting complex data, summarising, and making decisions and / or recommendations to inform service improvement.	E
Experience of problem solving by identifying issues and developing effective solutions	E
Experience of using data analysis / process mapping tools	E
Experience of working on projects	E
Ability to identify inefficiencies and suggest improvements	E
Excellent communication skills with experience of presenting to different audiences and group of stakeholders	E
Experience of stakeholder engagement and management and building positive and collaborative relationships to gain buy in and support from subject matter experts and key stakeholders	E
Familiarity with local government policies and regulations	D
Excellent keyboard skills and use of Microsoft Windows and Microsoft Office suite of programmes	E
Skills and attributes for the roles:	
Confident in conversing in fluent English which is sufficient to fulfil all aspects of the role.	E
Ability to influence and provide specialist guidance and advice to others, including the ability to motivate others.	E
Able to use initiative, negotiate, explain, and persuade.	E
Able to work under pressure to meet tight deadlines.	E
Adaptable to changing workloads.	E

Ability to work on multiple projects simultaneously.	E
Flexible approach to work	E
Able to support the delivery of the Council's Digital Strategy	E
Experience of effectively communicating with internal and external stakeholders	E
Experience of communicating technical complexity to non-technical audience	E
Ability to learn new technologies quickly	E
Other:	
Experience of working as part of a team	E
Experience of improving performance standards in a service environment	E
Manage own workload and plan ahead for others to ensure priorities and deadlines are met taking account of priorities and the impact on others.	E
Promote change in a positive manner and strive for continuous improvement.	E

*E = Essential D = Desirable

Signed..... Employee Date.....

