

## ROYAL BOROUGH OF GREENWICH

### JOB DESCRIPTION

**DEPARTMENT:** Digital and Customer Services

**POSTHOLDER SECTION:** Product

**GRADE:** PO3

**POST DESIGNATION:** Business Analyst

Purpose of Job:

To be responsible to Senior Business Analyst for:

1. Leading business analysis for new products and services, working in the open with the user at the centre of all you do, in multidisciplinary teams.
2. Acting as an ambassador for strong business analysis skills as key to digital transformation.
3. Work with service lines to help them understand their services, products and data, map current and future scenarios, and articulate their transformation objectives
4. Synthesis information and evidence into user stories and backlog items, helping services prioritise development and improvements.

Manages up to 1 directly managed staff.

Manages up to 4 indirectly managed consultancy/contracting staff.

## Main Duties:

1. Take an active role in the business analysis community at RBG; work with other disciplines to develop practice and codify ways of working.
2. Work as part of a multidisciplinary team, take responsibility for analysis undertaken throughout the product and service transformation lifecycle.
3. Use a variety of research methods with user, staff and stakeholders to understand demand, performances, problems, causes, impact and consequences. Find opportunities to gather data to understand problems more deeply.
4. Use synthesis and analysis methods to develop actionable insights, spot opportunities for service improvement and product development.
5. Measure the impact of our products, services and proposed changes throughout the design and delivery processes. Take considered, data-driven decisions and have the humility to learn from mistakes. Monitor product performance against intended outcomes to iterate and improve on services and products.
6. Conduct demand and financial analysis to quantify the potential impact and changes and help prioritising effort and investment.
7. Support with business case writing to make case for change from financial, social, technical and political perspectives.
8. Deputise for the delivery manager as necessary
9. Engage with service areas across the organisation to help them understand agile ways of working as well as the business analyst's skill set, and to help them articulate the possibilities in their area for digital transformation.
10. Use data to ensure services are accessible, intuitive and simple. Build and execute research and data gathering plans to help understand user need, including digital inclusion. Build analytics packages to constantly track performance.
11. Build and execute backlogs of work throughout the product lifecycle, working across your team to translate user need into user stories

12. Visualise service journeys in a variety of tools; map current and future processes, to quantify steps and pain points, and prioritise development as well as agree product scope.
13. Lead investigations into service gaps and friction, and make recommendations for service improvement.
14. Take responsibility for writing user stories; define success measures and definitions of done; work with other team members to move stories through a backlog; contribute to product vision and the scope of MVPs and value release
15. Work across channels to make sure that assisted digital needs are well catered for and journeys are smooth. Engage in meaningful interactions and relationships with users.
16. Use agile methodology and apply an agile mindset to all aspects of your work. Create a fast-paced, evolving environment and use an iterative method and flexible approach to enable rapid delivery.
17. Create processes, scenarios and maps to help test new and redesigned services throughout their lifecycle.
18. Demonstrate a deep understanding of modern technology and data platforms, including the range of available technology choices. Make informed decisions based on evidenced user need and value for money.
19. Undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
20. Perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.

## Person Specification



<b>Job Title</b>	Business Analyst
<b>Grade</b>	PO3
<b>Service/Section</b>	Digital and Customer Services: Product
<b>Directorate</b>	Communities and Environment

**Shortlisting Criteria:** Essential criteria assessed via application form should be used to shortlist.

<b>Criteria</b>
<b>Knowledge</b>
<u>Essential</u> <ul style="list-style-type: none"><li>• Deep understanding of the business analysis profession and skills</li><li>• Understanding of product thinking and the product development lifecycle</li><li>• Understanding of user-centred design and service design</li><li>• Understanding of agile ways of working and software development practices</li></ul>
<u>Desirable</u> <ul style="list-style-type: none"><li>• Knowledge of the cross-government DDAT framework and wider developments in government digital transformation</li><li>• Experimentation and innovation techniques</li><li>• Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices</li></ul>
<b>Skills and Abilities</b>
<u>Essential</u> <ul style="list-style-type: none"><li>• Ability to work in agile ways, identifying problems to solve and building evidence to drive product decisions</li><li>• Ability to build and execute a backlog, translating user need into user stories</li><li>• Ability to visualise service journeys; map current and future processes, to quantify steps and pain points, and to prioritise development as well as agree product scope</li><li>• Ability to lead investigations into service gaps and friction, and make recommendations for service improvement</li><li>• Ability to gather, distil, and simplify for an audience large amounts of data, judging what is and isn't important, including writing reports that quickly help someone understand the problem to be solved</li><li>• Ability to embody a product mindset and be intensely user-focused, using qualitative and quantitative data to track progress against user outcomes.</li><li>• Strong communication skills</li></ul>

- An absolute commitment to meet user need in the best, most efficient way

#### Desirable

- Passionate about tech for good and with a proven desire to work in an public service organisation solving complex problems.
- Ability to lead testing exercises for services

### **Experience**

#### Essential

- Successful track record of working in a multidisciplinary teams to deliver digital products using agile methodology
- Experience in understanding and balancing client, organisational, and technical needs and knowing how to balance these when recommending decisions
- Experience of working as a business analyst in teams building products and platforms

#### Desirable

- Experience working in digital in the public sector
- Experience taking an active part in the public sector digital community
- Experience taking part in user research

### **Equal Opportunities**

- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.