ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital and Customer Services

POSTHOLDER SECTION: Product

GRADE: PO6

POST DESIGNATION: Senior Business Analyst

Purpose of Job:

To be responsible to Product Lead for:

1. Directly leading business analysis of our most complex, risky and interdependent products and services, working in the open with the user at the centre of all you do and working across multiple product teams concurrently.
2. Acting as an ambassador for strong business analysis skills as key to digital transformation, coaching senior leaders across the organisation in how to deliver in this way.
3. Work with senior leaders to help them understand their services, products and data, map current and future scenarios, and articulate transformation objectives and make tricky decisions.
4. Support more junior members of the team to set the direction of our products and lead colleagues to deliver product strategies.

Manages up to 5 directly managed staff.

Manages up to 10 indirectly managed consultancy/contracting staff.

<u>Main Duties:</u>

1. Take an active role in the business analysis community at RBG; set development, standards and behavioural expectations for business analysts at RBG; work with other disciplines to mutual development

2. Work across complex business areas and multidisciplinary product teams to analyse and articulate user need. Create research and analysis plans to help gather evidence to guide decision-making in nuanced areas where simple answers are not possible; build and execute backlogs of work; use data to ensure services are accessible, intuitive and simple.

3. 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.

4. Use a variety of qualitative and quantitative research methods with user, staff and stakeholders to understand services, demand, performances, problems, causes, impact and consequences. Find opportunities to gather data to understand the problem more deeply.

5. Use synthesis and analysis methods to develop actionable insights, spot opportunities for service improvement and product development.

6. Collaborate with designers to improve how service works to ensure end-to-end resident experiences can be delivered in the most efficient and cost-effective way.

7. 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.

8. Conduct demand and financial analysis to quantify the potential impact and changes and help prioritising effort and investment.

9. Orchestrate the multi-disciplinary team to create a compelling case for change. This involves articulating the options for change, presenting argument and evidence to support the financial, social and political case.

10. Work seamlessly 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.

11. 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.

12. Create processes, scenarios and maps to help test new and redesigned services throughout their lifecycle.

13. 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.

14. Manage and coach more junior members of the business analysis community.

15. 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.

16. 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

Job Title	Senior Business Analyst
Grade	PO6
Service/Section	Digital and Customer Services: Product
Directorate	Communities and Environment

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

Criteria
Knowledge
Essential • Deep understanding of the business analysis, financial analysis and impact modelling skills • Understanding of human-centred design and the product development lifecycle • Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices • A deep understanding of agile ways of working and software development practices Desirable • Knowledge of the cross-government DDAT framework and wider developments in government digital transformation • Experimentation and innovation techniques
Skills and Abilities
Essential • Ability to work in agile ways, identifying problems to solve and building evidence to drive product decisions • Ability to build and execute a backlog, translating user need into user stories • Ability to visualise service journeys across large and complex delivery areas; map current and future processes, to quantify steps and pain points, and to prioritise development as well as agree product scope • Ability to lead investigations into service gaps and friction, and make recommendations for service improvement

- 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
- Ability to advise on the best mapping, data-gathering and investigative tools for teams
- Ability to embody a product mindset and be intensely user-focused, using qualitative and quantitative data to track progress against user outcomes.
- Strong communication skills, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach.
- An absolute commitment to meet user need in the best, most efficient way
- Ability to flex delivery approaches depending on context

Desirable
- Coaching and mentoring
- 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 across multiple channels comprehensively, including UAT and technical testing

Experience

Essential
- Successful track record of working across multidisciplinary teams to deliver digital products using agile methodology in a large and complex organisation
- 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 from inception to live.

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; articulating and championing user need; and putting data behind narratives to help drive good decision-making

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.