

## Digital Business Analyst

### Grade 10

#### **About the Service**

As a vital component of our organisation the Digital Team is at the forefront of driving digital innovation and online excellence. Tasked with crafting and optimising digital experiences the team collaborates with partners and stakeholders from across the whole organisation to design and implement cutting edge solutions. From web development, user interface design, automation and artificial intelligence the team is committed to elevating Staffordshire County Council's digital footprint.

#### **About the Role**

As a Digital Business Analyst your role within our dynamic Digital Team is pivotal to the seamless fusion of technology and business objectives. As a bridge between stakeholders and the Digital Team, you will play a key role in translating business needs into actionable digital solutions. From conducting thorough analyses of business requirements to identifying opportunities for process improvement, your insights will shape the strategic direction of our digital initiatives. Collaborating closely with cross-functional teams (such as ICT and IGU) you'll be instrumental in ensuring that our digital products not only meet but exceed business expectations.

#### **Reporting Relationships**

**Responsible to:** Senior Digital Manager

**Responsible for:** Digital Developers

#### **Key Accountabilities:**

- Interpret and analyse business problems to ensure digital solutions align with business objectives and contribute to the organisation's strategic goals, using thorough understanding of digital concepts and successful practical application of solutions.

- Define and articulate clear, comprehensive digital requirements for Delivery/Service Leads based on thorough analysis of business needs.
- Foster effective collaboration between multiple business stakeholders and the Digital Team by proactively communicating and engaging to create shared understanding and objectives ensuring the successful delivery of objectives.
- Support the creation and development of compelling and well-articulated digital business cases for Delivery/Service Leads and Senior Digital Manager, integrating financial analysis, trends and potential benefits to guide strategic decision making and secure support for digital initiatives.
- Provide valuable insights into user behaviours and preferences, using your substantial knowledge of digital concepts, systems, technology and practical applications to influence digital product design to enhance user experiences.
- Identify opportunities for process improvements through the integration of digital tools and technologies to streamline workflows, supporting and managing the successful delivery of these outcomes.
- Identify and support the mitigation of potential risks and impacts associated with digital projects, proactively addressing challenges to ensure successful outcomes.
- Create test plans to support quality assurance process, ensuring that digital solutions meet and exceed established standards within the Digital Team and user expectations.
- Manage project timelines, ensuring timely delivery of digital solutions without compromising quality.
- Manage a team of Digital Developers supporting, developing and empowering members of staff to excel in their roles ensuring they are fully aligned and focused on delivering digital developments.
- Drive a culture of digital continuous improvement by evaluating the success of digital initiatives, implementing lessons learned and staying abreast of industry best practices and new digital concepts.

## Person Specification

### Qualifications/Professional membership

- Educated to NVQ Level 5 in an ICT related discipline (e.g. BCS Business Analyst accredited, Computer Science, Information Technology) or equivalent experience.

### Knowledge and Experience

- Substantial and proven Business Analysis experience and knowledge in an ICT/Digital environment
- Substantial knowledge of digital systems, technology, applications and mapping interfaces for review in an ICT/Digital environment.
- Significant and proven knowledge of business re-engineering/re-design methodologies, principles and processes.
- Understanding of project management principles and methodologies (including Agile, Waterfall etc) to coordinate digital projects successfully.
- Knowledge of current and emerging trends in digital innovation, technology and user experience (UX) design.
- Demonstrable knowledge of business benefits realisation through the implementation of digital solutions, incorporating benefits identification, tracking and realisation.
- Experience of and ability to successfully lead and facilitate workshops and professional meetings with a range of stakeholders and partners both internally and externally.
- Ability to deal with a range of issues and conflicting demands, and develop, plan and manage multiple workloads (multiple projects and stakeholders) with a methodical approach to business analysis.

### Skills

- ICT skills (including M365.)
- Excellent written, oral and presentational communications skills for any audience.
- Proven ability to successfully motivate self & others to deliver agreed objectives.
- High standard of work and interest in delivering high quality outcomes.

- Dynamic, flexible, and willing to multi-task, with the ability to deal with a range of issues and conflicting demands and work to tight deadlines, under pressure to meet targets.
- Highly developed interpersonal skills, including proven negotiation, influencing and diplomacy, with an assertive approach, ability to convince and able to deal with difficult situations calmly.
- Proven ability to interpret business needs, solve problems and develop solutions, business cases and options appraisals, following a structured analysis approach.
- Ability to quickly build strong credible relationships and networks and inspire confidence with senior leaders and managers from varying professional backgrounds, across complex multi-agency settings.

This post is designated as a Casual Car user

**The content of this Job Description and Person Specification will be reviewed on a regular basis.**