



ROLE SPECIFICATION



WOKINGHAM
BOROUGH COUNCIL

Job Title	Business Analyst – Customer Journey Mapper				
Service	Chief Executive Office				
Team	Business Change	Location	Shute End/Smart Working		
Reports to	Senior Business Analyst			Grade	8

This job description sets out the duties of the post at the time it was drawn up. Such details may vary from time to time without changing the general character of the duties or the level of responsibility involved.

Summary of Role

- To participate in delivery of the council's Change and Improvement programme through identification and analysis of opportunities for service improvement and by leading projects included in the programme
- To support the Council in implementing the key design principals of prevention and reduction of demand through customer/community enabling, improved access to services and information for customers, earliest possible resolution of customer enquiries and a streamlined & efficient approach with common technology, processes and roles.
- To support the management and plan I of improvement around customer experience. Focusing on customer journey mapping, for both existing and new customer facing processes
- Provide knowledge and evidence of how simply designed digital services can be built to enable easy, accessible service channels for customers, working with the Customer Excellence and Digital team to support implementation of improvements.

Key Accountabilities

- Support services to identify customer interactions, their thought processes and reactions, which reveal opportunities for improvement and innovation in the customer's experience.
- Lead service re-design workshops, focusing on customer journey management, to design easy, equitable and accessible services for customers.
- Responsible for the creation of documents that show re-designed customer journeys and support development of new ways of working. , This includes the progression of customer journeys from level 0 (basic need) and beyond, (workflow diagrams, case studies and customer input)
- Working with Customer Excellence and the Data and Insight team, bring together supporting materials for each customer journey , such as data, customer feedback and insight ensuring accurate analysis of with a customer-centric approach
- Working with services and teams, responsible for including the customer voice in any proposed improvements, and validation of changes before go live; including relevant community groups
- Support business users to identify and create solutions to any issues caused by changes

ROLE SPECIFICATION

re-design that fall outside the core technology build aligned with the principles of operational efficiency.
<ul style="list-style-type: none"> Liaison with key internal and external stakeholders to ensure that all requirements are captured Support end user testing and acceptance to ensure that re-designed processes and associated technology is fit for purpose and signed off for the live environment Promote the values of the business analysis function throughout the organisation

Additional Corporate Responsibilities

1	Health and Safety: Take reasonable care for the health and safety of yourself and of other persons who may be affected by your acts or omissions at work; and co-operate with the Council to enable the Council to perform or comply with its duties under statutory health and safety provisions.
2	Equal Opportunities: To take positive action to ensure a thorough understanding of and positive commitment to equality in both service delivery and employment practices.
3	Safeguarding responsibilities: At all times to demonstrate and positively reinforce our commitment to safeguarding and promoting the welfare of children and vulnerable adults.
4	Special Factors: <i>Has own transport to travel across the borough, work some evenings/weekends, hazardous conditions, silver/gold* emergency response politically restricted post, DBS check required</i>
5	Behaviour: Works within the Council's "competency framework" and adheres to the Code of Conduct.

Competencies Required in Grade 5 Role

Core Competencies	Foundation	Proficient	High Achiever	Role Model
21 st Century Public Servant		✓		
Personal Responsibility	✓			
Professionalism & Know How	✓			
Working together	✓			

Competencies Required in Grade 6 Role				
Core Competencies	Foundation	Proficient	High Achiever	Role Model
21 st Century Public Servant		✓		
Personal Responsibility		✓		
Professionalism & Know How		✓		
Working together		✓		

Competencies Required in Grade 7 Role				
Core Competencies	Foundation	Proficient	High Achiever	Role Model
21 st Century Public Servant			✓	
Personal Responsibility		✓		
Professionalism & Know How			✓	
Working together		✓		

Competencies Required in Grade 7 Role				
Core Competencies	Foundation	Proficient	High Achiever	Role Model
21 st Century Public Servant			✓	
Personal Responsibility			✓	
Professionalism & Know How			✓	
Working together			✓	

Person Specification

Focus on describing the qualifications, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable. There is no need to repeat competency requirements or corporate responsibilities.

Qualifications

Essential	Desirable
<ul style="list-style-type: none"> Educated to degree level or be able to demonstrate equivalent knowledge, skills and aptitude (Grade 6-8) 	<ul style="list-style-type: none"> Educated to degree level or be able to demonstrate equivalent knowledge, skills and aptitude (Grade 5)
<ul style="list-style-type: none"> Business Analysis qualification or able to demonstrate equivalent knowledge, skills and aptitude (Grade 7-8) 	<ul style="list-style-type: none"> Business Analysis qualification or able to demonstrate equivalent knowledge, skills and aptitude (Grade 5-6)

	<ul style="list-style-type: none"> • Previous exposure to software development and software development tracking tools (Grade 5-7)
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Technical Skills	
Essential	Desirable

Ability to produce business requirement documentation including workflow diagrams, user cases and user stories (Grade 7-8)	Ability to produce business requirement documentation including workflow diagrams, user cases and user stories (Grade 5-6)
<ul style="list-style-type: none"> Ability to quickly understand new technologies and translate their functionality, such that optimal solutions can be applied to business processes (Grade 5-8) 	
Knowledge & Experience	
Essential	Desirable
	<ul style="list-style-type: none"> Understanding of Agile development methodologies and approaches (Grade 5-8)
<ul style="list-style-type: none"> Understanding of business engagement to support the introduction of new technology and processes (Grade 6-8) 	<ul style="list-style-type: none"> Understanding of business engagement to support the introduction of new technology and processes (Grade 5)
<ul style="list-style-type: none"> Experience of applying technology solutions to improve business processes (Grade 5-8) 	
<ul style="list-style-type: none"> Experience of facilitating workshops of business users and dealing with challenge (Grade 7-8) 	<ul style="list-style-type: none"> Experience of facilitating workshops of business users and dealing with challenge (Grade 5-6)
<ul style="list-style-type: none"> Experience of supporting staff through cultural change as part of an implementation of business change or new ways of working (Grade 6-8) 	<ul style="list-style-type: none"> Experience of supporting staff through cultural change as part of an implementation of business change or new ways of working (Grade 5)
<ul style="list-style-type: none"> Experience of business process review/analysis and business case development (Grade 6-8) 	<ul style="list-style-type: none"> Experience of business process review/analysis and business case development (Grade 5)
<ul style="list-style-type: none"> Experience of leading an implementation work stream within a programme of projects or equivalent experience (Grade 7-8) 	<ul style="list-style-type: none"> Experience of leading an implementation work stream within a programme of projects or equivalent experience (Grade 5-6)



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Grading Criteria

Grading 5: The grade 5 role will be suitable for those who have an aptitude for working within the business analysis environment and understands the concept and application of the main principles of being a business analyst: system testing, requirement gathering and facilitating. They will have had some experience in similar principles

Grade 6: Knowledge and experience of applying the three key principles of the business analysis function and in particular experience as a requirement Gatherer and Facilitator.

Grade 7-8: In depth knowledge and application of all three principles of Business Analysis. Ability to supervise less experienced members of the team in applying the Business Analysis function to relevant systems and procedures.