![Wokingham Borough Council logo] WOKINGHAM BOROUGH COUNCIL	**Job Description**	Job Reference

Job Title	Business Analyst		
Service	Digital, Data and Technology	Team	Digital Innovation
Location	Shute End		
Reports to	Service Manager – Digital Innovation		
Responsible for	None		

Grade 8	Type of position:		Date
G8	FTC		December 2024

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Service Purpose

To champion digital innovation, enabling the organisation through the strategic use of technology to successfully deliver transformation through reimagination of and continuous improvement in how we deliver services and meet customer needs, resulting in multiple business benefits and better outcomes for our residents.

Purpose of the role

To help drive delivery of the council's Digital Innovation programme through identifying and analysing opportunities to further modernise, streamline, and enhance user-centric services.

Implementing key design principles to prevent and reduce demand through: Empowering customers and communities, automating processes, improving digital access to services and information, prioritising early resolution of customer needs and streamlined operations through best use of technology.

Main Accountabilities

1	Support services to identify high volume processes, high volume customer interactions, customer thought processes and reactions, which reveal opportunities for improvement, efficiencies and innovation in the customer's experience (both internal and external).
2	Lead service process re-design workshops, focusing on efficiencies, improvements, digitisation and automation whilst also considering the customer journey, to design easy, equitable and accessible services for customers.
3	Use data and insight to identify opportunities to make recommendations and deliver efficiencies across the transformation portfolio by creating scoping documents and analysing current service performance (reviews of websites, applications, process volumes and customer contact etc.).

4	Facilitating effective workshops with stakeholders and Subject Matter Experts (SMEs) that apply the organisations design principles and deliver the desired outcomes.
5	Liaising with internal and external stakeholders to ensure the appropriate requirements are gathered and understood so that they can be applied correctly to maximise identified benefits.
6	Responsible for the collection and creation of supporting materials for each business process, such as outgoing customer documentation, web content, process stage procedures and training documentation, ensuring consistency and a customer-centric approach.
7	Responsible for the creation and review of documentation for re-designed processes that support the development of new ways of working and improved process-specific technology functionality; to include workflow diagrams, case studies and user stories where appropriate.
8	Support and work with the Digital Innovation Service Manager to find and deliver efficiencies savings across the organisation through digital innovation.
9	Promote the values of the Digital Innovation team and Business Analysis function throughout the organisation.

Supervision Received	This post reports to the Digital Innovation Service Manager and will receive strategic direction and general guidance.
Supervision Given	N/A
Contacts & Working Relationships	This post will interact with stakeholders at all levels in the organisation.
Management of resources or budget	None.
Special Factors	Some work outside of standard hours may be required on occasion.

Organisation Chart
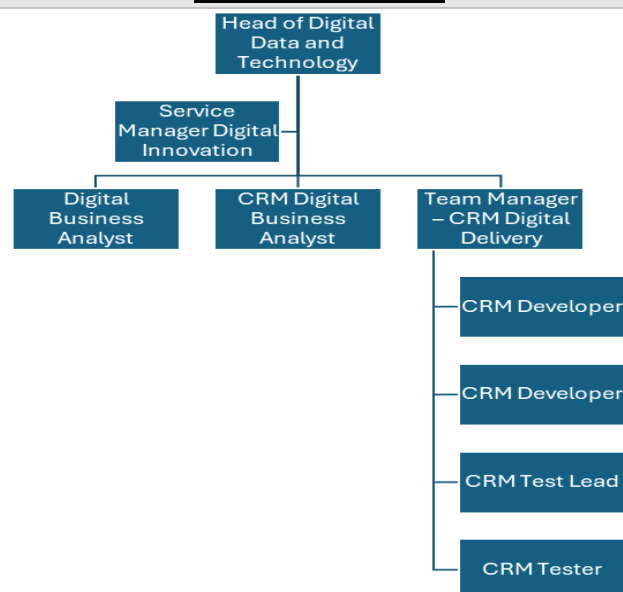
Person Specification		
Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable.		
Qualifications	**Essential**	**Desirable**
	Business Analysis qualification or able to demonstrate equivalent knowledge, skills and aptitude	Knowledge of local government and particularly transformational Government and efficiency agenda.
Technical Skills.	**Essential**	**Desirable**
	Ability to produce business analysis artifacts including workflow diagrams, discovery packs and user stories	
	Ability to quickly understand new technologies and translate their functionality, such that optimal solutions can be applied to business processes.	
	Digitally literate including solid experience of using standard systems and Microsoft Office *(e.g. Teams, Outlook, PowerPoint, Visio, Excel & Word)*	
Knowledge & Experience	**Essential**	**Desirable**
	Experience of supporting staff through change as part of an implementation of business change or new ways of working.	An understanding of Agile development methodologies and approaches.
	Experience of leading an implementation work stream within a programme of projects or equivalent experience.	An understanding of change management principles.
	Experience of facilitating workshops of business users and dealing with challenge.	An understanding of AI, automation, emerging technologies and how those can be applied successfully.
	Experience of applying technology solutions to improve business	

	processes and find efficiencies.	
	Understanding of business engagement to support the introduction of new technology and processes.	
	Understanding of how to research and review services and apply the data and insight to find efficiencies and make recommendations for implementation.	
	Experience of presenting recommendations to senior stakeholders	
	Experience of designing new process to create financial efficiencies	
Other	**Essential**	**Desirable**
Completed by:		**Date:**