

Role Title	Digital Business Analyst
Job Family	Corporate Development
Competency Level	Principal Officer
Pay Range / Scale	PO5
Purpose	
Waltham Forest has a challenging, customer focused housing transformation agenda. As a Digital Business Analyst, you will be focussed on the delivery and continuous improvement of Waltham Forest's housing services and delivering change by working with the Housing Programme Lead, housing stakeholders, council services and digital development teams. Experienced in working in an agile environment you will excel at functional and technical requirement gathering and product management; developing and prioritising product roadmaps and backlogs, writing user stories. You will be 100% focussed on building brilliant customer experiences that increase digital channel adoption and improve resident's experience of the council. As the Business Analyst you will work with the scrum team alongside the Housing Programme Lead and Digital Team, to provide vision and direction to the Agile development team and stakeholders throughout projects and create requirements whilst ensuring that the team always has an adequate amount of prior prepared tasks to work on. You will be to assess value, develop cases, stories, functional / technical requirements and undertake testing to ensure work focuses on those with maximum value that are aligned with programme objectives. You will provide backlog management, iteration planning, and elaboration of the user stories, while working closely with Housing Programme Lead and Digital Team to create and maintain a product backlog according to business value or ROI. You will be committed to ensuring that required outcomes (business change, service improvements and council savings) are met to ultimately improve the life chances of our residents.	
Accountabilities	End result / Outcomes
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	Work is completed on time and to the quality and standards required. Changes to priorities are accommodated. Outputs are delivered to programme requirements and reflects customer and stakeholder requirements, within organisational constraints. Professional and legal compliance is assured.
Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.	Activities are undertaken according relevant guidelines / regulations / procedures. Customer / stakeholder views are available to inform recommendations. Data and measurements are accurately recorded.

Collate process and analyse complex information. Ensure all required records and information are maintained correctly.	Information / applications are processed according to procedure. Information is managed efficiently and accurately. Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.
Prepare and present results / responses / reports / recommendations.	Accurate, complete and relevant information / reports are provided for internal and/or external use. Issues are clearly summarised, and progress and implications are reported. The council's position is clearly stated.
Provide authoritative advice, guidance and support to colleagues, customers and stakeholders. Respond to and investigate enquiries / escalated complaints.	Information, advice and support are accurate, timely and constructive. Problems are identified. Issues are managed through to a satisfactory conclusion or escalated if appropriate. Risk to the Council / customers is minimised.
Contribute to identifying and delivering information / activities to support service delivery / promote the service area.	Requirements are effectively identified. All materials / activities are delivered to the required standards and timescales. Information / activities achieve desired results.
Challenge customers' practice and minimise risk, referring concerns to line manager.	Customer risks are assessed. Relevant health, safety and welfare requirements are met.
Work closely with others to clarify changing requirements. Identify, recommend and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures and systems.	Improvement opportunities and plans to achieve them are identified and recommended. Agreed improvements are developed, delivered and evaluated. Changes are effectively communicated to others.
Lead programmes workstreams or contribute to the delivery of wider programme.	Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues. Outputs are delivered to agreed specification, timescales and budgets. All project documentation and reports are completed correctly.

Support others in their development, including external organisations / customers where appropriate.	Identify any changes that may impact the service / profession. Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).
Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.	Relevant work area reputation is maintained or enhanced. Stakeholders are engaged with activity relevant to them. Positive feedback is received from stakeholders. Communications are clear, well planned and effective. Best practice is shared and promoted.
Support partnership agreements and partnership working within area of responsibility.	Activities which support partnership working are effectively delivered. Partnership working groups produce valid and timely outputs.
Contribute to programme plans and budget planning as required.	Plans reflect input.
Quality check documents, decisions and / or presentations before delivery	All work meets required standards.
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Job Specific Accountabilities	End Results/ Outcomes
Maintain the Housing Programme product roadmap and backlogs. Plan, direct, coordinate and execute activities to drive continual improvement to digital services within Housing.	Support the Housing Programme Lead to launch new services and drive our mission to 'build services so good, that people prefer to use them'. Drive continuous refinement and improvements to housing services based on service priorities, customer priorities, data and insight. Use customer insight and analytics to validate customer problems and solutions throughout the product development process. Maintain product roadmaps and backlogs, write effective user stories and define technical requirements ready for handover to the Digital Team.
Champion the use of analytics and user testing to make informed decisions relating to housing products and solutions.	This data is used to inform day-to-day decision-making. Key performance measures (top tasks, completed / uncompleted tasks, satisfaction rates and other such measures) are reported on where required.

	Testers are regularly engaged to seek feedback and insight on proposed changes.
Build strong relationships with council services, supporting and mentoring them to put the customer first and use data to drive decision making.	Council services adopt a customer-first mentality, looking for opportunities to improve the offering to residents, while making internal efficiencies. Council services seek feedback and engage with user & resident testing.
Support existing services to troubleshoot issues with existing websites and digital services.	Digital Support Officer is supported as required to troubleshoot and issues and communicate updates to stakeholders. Stakeholders are engaged when gathering and defining requirements, provided analysis and where required quotes for new projects.
Represent and champion the housing Programme, the excellent work and outcomes it is delivering.	The Housing Programme – its ways of working and achieved outcomes– are advocated on all occasions.

Nature of Contacts

The ability to communicate well and build strong relationships is essential in this role. You will need to quickly earn the trust of project sponsors, stakeholders, Housing Service and the Digital & ICT team, proactively understanding their priorities and keeping them updated on progress.

If there's conflict you'll resolve it using your sensitivity, persuasiveness, and negotiation skills to communicate in a non-technical language that your stakeholders understand.

- Regular contact with senior stakeholders / management providing expert advice, guidance and support on the Housing Programme
- Build strong relationships with senior and junior representatives from across the organisation, acting as a champion for the Housing Programme.
- Build strong relationships within Housing, Change Agency and Digital & ICT.
- Report to the Housing Programme Lead, keeping them informed on progress and challenges, and taking their steer on the direction of programme.
- Manage relationships and collaborate with key stakeholders on the delivery of milestones to ensure projects run smoothly and meet stakeholder expectations.
- Daily interaction and partnership working with the programme stakeholders, Housing service, and Digital & ICT to successfully deliver outcomes that meet programme goals.
- Will involve direct contact with members of the public and external agencies.

Procedural Context

This is an exciting time to join Waltham Forest – London's first Borough of Culture.

As the Business Analyst you will be tasked with making walthamforest.gov.uk and digital services best-in-class, working within the Housing Programme to continuously look for ways to improve the council's digital offering. You'll drive improvements through discovery, alpha, beta and live phases of development with the goal of making it simpler, easier and faster to use for residents to interact with Waltham Forest.

You will gather business, functional and technical requirements, iterate the product backlogs and roadmap, be a champion for user needs and communicate plans and progress through both internal and external channels where appropriate.

A key success measure of your role will be building the reputation within the council based on exceptional delivery, ensuring that the product meets and where possible exceeds stakeholder requirements and expectations and provides an excellent customer experience.

Day-to-day you will:

- Work with multi-disciplinary teams to deliver the Housing Programme, and iteratively deliver outcomes.
- Act as the bridge between technical colleagues and business facing stakeholders.
- Develop an expert understanding of our users' needs and champion these throughout the delivery of digital services, ensuring the customer is considered in every decision.
- Write good user stories and make decisions based on data.
- Changing the business's technical, functional and non-functional requirements into clear meaningful user stories.
- Collaborate with stakeholders as needed to prioritise and clarify user stories and groom the product backlog, ensuring that the scrum team has a clear understanding of the requirements and priorities for every sprint.
- Participate in stakeholder review sessions, ensuring understanding of requirements and concepts in order to gain support and sign off of deliverables.
- Engage with users and services through a range of channels (user groups, show & tells, digital champions) to encourage take-up and drive improvements to the council's digital offering.
- Set measurable goals for the performance and adoption of the digital services you are responsible for and report against these to demonstrate progress against stated benefits.
- Good working knowledge of JIRA / Confluence.
- Communicate and share the Housing Programme vision and strategy with services.

You will be passionate about improving people's lives and the on-going development and optimisation of digital services that provide a great customer experience.

Occasionally the post will be expected to work from other locations.

Key Facts and Figures

The Business Analyst will have responsibility for delivering digital outcomes for the Housing Programme which are so good, that residents choose to use them ahead of engaging through more traditional channels. Improvements made may have significant impact upon the design and operation of council services.

Resourcing
Reports to: Housing Programme Lead Budget Responsibilities: Responsible for feeding into costing and quotes for housing programme. Supervisory Responsibilities: None.
Knowledge, Skills and Experience
• Experience of technical business analysis with a passion for developing and optimising great digital services working with multi-disciplinary teams. • An innate sense of what makes a successful user experience. • Experience of engaging with users and turning user insight into requirements. • Experience of collecting functional and technical requirements, writing user stories and managing a product backlog. • Familiarity with setting, monitoring and reporting measurable product performance targets. • An excellent understanding of the fundamentals of software development and a range of agile delivery techniques, tools and software (Jira). • An excellent communicator with influencing, conflict resolution and negotiation skills. • Ideally an understanding of CRM products and applications such as Granicus GovService and Northgate. • Results focused, with excellent interpersonal skills to keep people energised, positive and focussed on delivering a great experience. • Ability to make decisions and deliver under pressure. • Proactive and results-oriented, creative and innovative in finding solutions to complex problems. • Excellent command of the English language, both written and spoken.
Indicative Qualifications
Educated to degree standard or equivalent. Agile certified and experienced of working in an agile environment. Evidence of continuous professional development.

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed