Job Description

Post Title: Digital Business Analyst

Directorate: Policy Strategy & Innovation (TfWM)

Reports to: Future Transport Product Management Lead

Direct Reports: 0

Key Relationships: Contacts throughout the PSI department, as well as throughout all TfWM teams (e.g. Integrated Transport, Customer Services, Digital and Data) and external partners.

Role Purpose

The Digital Business Analyst (BA) is a key role in delivering the business changes required to make Mobility-as-a-Service (MaaS) operationally efficient. The post will identify enhanced digital ways of working and process flow opportunities, such as for account management processes, purchasing and retail processes, and customer support processes (enabling refunds, edits or other changes). MaaS is a large and complex project which is multi-faceted, the Digital BA role has the opportunity to make a real change that impacts ease of user for the end user and other key stakeholders.

Responsibilities

- Work with the wider team to ensure business requirements are optimised and accurately converted to technical requirements.
    - Produce end-to-end, customer facing business process models (including As Is, To Be and transitional states) and optimise them to support our product / transformation initiatives.
    - Identifying potential areas of automation in the underlying business processes.
    - Evaluate internal functions and IT processes in order to recommend business and process flow improvements.
    - Collect, understand and document business requirements and translate these into specifications and test plans, ensuring the organisation's requirements are understood and delivered by suppliers.

- o Ensure plans are in place and processes are created to evaluate the impact of all changes made
  - o Ensure solutions are tested and help the team agree the best approach to implementation and ensuring benefit and value realisation post implementation.
  - o Work with project stakeholders to understand and investigate feedback.
- Work with other departments in creating and maintaining ways of working, to ensure that business and technology decisions are aligned & optimised.
  - o Contribute to the strategy to improve digital ways of working, optimise business operations and setting the direction and approach for integrating information applications and programmes.
- Understand the organisation's ecosystems and its inter-dependencies in order to support and maintain business analysis principles, policies and standards adopted across the organisation.
- Maintain knowledge of the latest Business Analyst skills, tools and ways of working, identifying emerging trends and their opportunities and potential impact on WMCA.
- Take a holistic view across all domains, portfolios, programmes and projects to enhance the Business Analysis community and promote reuse, sustainability and scalability to achieve value for money.

Person Specification

Please specify (X) whether the experience required is Essential (E) or Desirable (D)			**Assessment Method**		
Experience	E	D	App*	Int**	Other ***
Proven BA experience	X		X	X	
Work within a team of Business Analysts on a range of varying sized projects.	X		X	X	
An understanding of and appropriate experience in the full Business Analysis role in project lifecycles including Pre-Project, Scoping, Estimating, Mapping, Stakeholder Analysis, Requirements Gathering, Solution Analysis, Product Analysis, User Acceptance Testing and Release Management.	X		X	X	
Experience of business process mapping and optimisation tools and techniques.	X		X	X	
Supporting transition from the As-Is position to the To-Be state, identifying the approach to be taken.	X		X	X	
Proven experience of identifying potential solutions and appropriateness of emerging technologies.	X		X	X	

	E	D	App	Int	Other
A track record of building rapport and relationships with a range of stakeholders to ensure a user centric experience and deliver planned business outcomes.	X		X	X	
Experience at identifying & ensuring exploitation of opportunities and evaluating and mitigating issues & risks.	X		X	X	
Substantial experience of working on large scale projects.		X	X	X	
BA experience in implementing Enterprise Resource Planning systems.		X	X		
Skills/ Knowledge/ Abilities	E	D	App	Int	Other
Excellent analytical skills.	X		X	X	
Excellent written communication skills.	X		X		
Excellent verbal communication & interpersonal skills.	X			X	
Ability to articulate technical solutions to both technical and non-technical people.	X		X	X	
Ability to identify & resolve issues experienced by both customer leads and end users.	X			X	
Ability to work under broad direction within challenging and unpredictable environments, influencing strategic decision making.	X			X	
Able to work on concurrent schedules with tight deadlines, delivering on time, to budget and to scope.	X			X	
Agile project management skills.		X	X		
Qualifications/ Professional Memberships	E	D	App	Int	Other
A-level or equivalent.	X		X		
Degree level qualification		X	X		
Business Analysis certification.		X	X		
Membership of a professional body associated with Business Analysis.		X	X		
Portfolio/ Programme/ Project Management skills and qualifications.		X	X		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate

policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis