



Digital Business Analyst

Grade: PO4/6

Directorate: Finance and Resources

Service: Digital and IT

Reports to: Business Analysis Lead

Deputises for manager

Direct reports: none

Budgets: not a budget holder



London Borough
of Hounslow

Your role

You will be an active member of the Digital and IT team, with specific responsibilities for business analysis within the Service Design area which carries out research, analysis and redesign of service processes, optimising our investments in existing technology.

Your contribution will have an impact upon the practical implementation of the #1Hounslow transformation programme and the delivery of the Digital Strategy.

You are a Digital and IT ambassador, actively involved with embracing and leading change. You are outcome-focused and put Hounslow residents at the very heart of everything we do and every decision we take. You will live and breathe our values and behaviours.

You will go beyond your professional discipline and work across boundaries, within the organisation and beyond.

What you'll do

- Work as part of a team that enables the council to achieve a joined-up experience that meets user needs across its systems and services.
- Participate in agile multidisciplinary teams carrying out research, analysis and redesign of services and applying service-oriented thinking to technology, organisation structures, processes and capabilities.
- By getting to the heart of understanding people's needs, you will help to inform design decisions with insight and empathy. You'll help the wider team and organisation develop a deep understanding of the people that use our services and the people who deliver them.
- Design, plan and carry out research activities for some of the most complex challenges, analysing the results in order to inform service improvements and undertake user-centred design of end-to-end services.
- Undertake analytical activities and deliver analysis outputs.
- Optimise our investment in existing technology and identify where innovative technology has the potential to transform services.
- Gain an understanding of user needs, identifying where separate interactions within the council should act as one service to meet those needs and designing streamlined and rational user journeys.

What you'll do (continued)

- Proactively identify opportunities for cost reduction and service improvement within existing services, imagining what future services could look like and working closely with technical architects to ensure strategic fit and integration of any technology elements.
- Share specialist knowledge and transfer skills by facilitating a range of activities including workshops, mentoring, coaching and learning modules. Provide constructive challenge through design reviews.
- Champion awareness of user-centred design ways of working and support service managers in introducing, maintaining and improving user-centric approaches.
- Facilitate co-design activities, bringing together the people who use, own and provide services with architects, analysts, researchers, designers and developers.
- Co-design process improvements, defining new business processes and supporting those managing the impact of organisational change.
- Create, test and rapidly iterate new solutions using prototypes.
- Assist in the preparation of business cases which define potential benefits, options for achieving these benefits and associated business risks and costs.
- Assist in the conduct of elections as required.



- **Moving from PO4 to PO5**

- You can evidence how you have established and overseen multidisciplinary teams working on a variety of complex services.
- You can demonstrate how you have taken a leading role in all activities relating to research and analysis, and how you have developed and embedded best practices.
- You are able to support, mentor and coach less experienced colleagues in business analysis and user research.

- **Moving from PO5 to PO6**

- You can demonstrate how you have applied service-oriented thinking to technology, organisation structures, processes and capabilities; and you can evidence the benefits of changes resulting from this approach.
- You will be able to demonstrate how you have contributed to realising significant cost reductions and improved services, and you can articulate how this has directly benefited our communities.

Progressing through the grades

These are the values that drive us

Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

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- You'll bring experience of working in a similar role and be able to demonstrate an understanding of business analysis and user research, ideally in a local government setting.
 - You understand the importance of business analysis, user research and user-centred service design, and you can convey this importance to colleagues across the organisation.
 - You're passionate about finding creative and innovative solutions for the benefit of users and can investigate problems and analyse options for new and existing services.
 - You're a business analyst who can champion the user's perspective as well as understanding and the business and technical viewpoints.
 - You have an awareness of developments in the industry, in particular digital transformation.
 - You'll have experience of working with colleagues and stakeholders to develop robust business cases which outline potential benefits, options for achieving these benefits and associated risks and costs.

Let's talk about you

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- You'll have experience of projects, analysis and research using the Government Digital Service's standards and principles.
 - You're comfortable translating technical concepts into non-technical language and understanding what communication is required according to situation and circumstances.
 - You'll bring with you experience of facilitation, influencing and collaboration amongst stakeholders who have diverse objectives.
 - You'll have a good knowledge of techniques which help in modelling and understanding a business and its operation, and you're familiar with working with data and qualitative insight.
 - **Qualification:** you hold a degree-level qualification or demonstrable work-based experience that evidences an equivalent level of attainment and competence in related disciplines.
 - You engage in continuous professional development.

Let's talk about you
(continued)

Our digital strategy

Our vision is to use digital to create connected and inclusive communities in Hounslow supported by innovative and digitally-optimised services.



“Hounslow is on an exciting journey of transformation with digital embedded at the very heart. Our work will improve the lives of our communities through improved digital services, skills and connectivity.”

Mark Lumley, Director of Digital and IT

- [Read the Digital Strategy on our dedicated digital site](#)
- [Visit the Hounslow Council website](#)



- We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 250,000 people live in the borough.
- It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.
- The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick.
- The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

This is Hounslow

Our values have equality, diversity and inclusion at their very heart, best articulated in “Harness the Mix”. It's about breaking down barriers between our parts and people and unlocking the problem-solving power of our amazing mix of minds. We serve a diverse community, we have a diverse workforce and we are committed to being an inclusive employer.

We work hard to create representation across our workforce and leadership community, to encourage diversity network groups and to provide targeted learning and development programmes in order to eliminate inequality, injustice and bias.

Inclusivity

- **Annual leave** – generous annual leave entitlements starting from 24 days and rising to max 30 days.
- **Local Government Pension Scheme** – open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Flexible working** – including job share and part-time working options.
- **Central locations** – the majority of our staff are based at Hounslow House, new purpose-built premises in the heart of Hounslow which is only a short walk away from the tube and overground stations.
- **Technology** – to support you working remotely or in the community.
- **Learning and development** – extensive in-house and external learning and development opportunities
- **Season ticket loans** – interest free loans for the purchase of annual British Rail and London Regional Transport Underground and Bus Season tickets from home to place of work.
- **Staff wellbeing services** - including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- See our website for additional benefits and information: [working for the council](#).

Employee benefits