Post Title:	UX Senior Business Analyst
Grade:	8

Job Description

2.1. Purpose

The UX Senior Business Analyst manages the user experience for all digital initiatives. They will lead and be accountable for the definition of the analysis for multiple emerging and legacy improvement initiatives as well as large transformational change processes; working in a dynamic, agile and collaborative environment.

The post holder will work with users to understand and map their digital journeys when accessing supported products, services and processes to make recommendations based on the analysis to simplify. The post holder will look for ways to seamlessly move around the digital environment from one product to another with minimal effort.

2.2. Main Duties and Responsibilities

1. Responsible for owning user and customer journeys and personas (staff, student & academic) for the University Group, working with other BA's to ensure correct formatting and tool selection has been applied, identifying dependencies and synergies to propose consolidation of resource.

2. Influences customers, suppliers and partners in relation to digital initiatives relevant to their discipline..

3. Leads an extensive range and variety of complex technical activities linked to digital innovation. Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts.

4. Investigates operational requirements, problems, and opportunities, seeking effective business solutions through improvements in automated and non-automated components of new or changed processes. Assists in the analysis of stakeholder objectives, and the underlying issues arising from investigations into business requirements and problems, and identifies options for consideration.

5. Ensures that there is a business perspective on how any new technical capabilities will be integrated into the business, including planning around key business cycles, selecting appropriate customers for migration, etc.

6. Manages scoping and business priority setting for large or complex changes, engaging senior stakeholders as required. Selects the most appropriate means of representing business requirements in the context of a specific change initiative.

7. Creates visual user experiences across digital assets by guiding project teams to evolve key elements of a digital proposition. Combines understanding of customers and market conditions, with knowledge of digital trends, to create concepts that are both user-centered and competitively differentiating.

8. Analyses the implications of the context of use for system development. Advises on tools and methods to be used and clarifies and communicates the user experience, users' characteristics and tasks, and the technical, organisational and physical environment in which products or systems will operate.

9. Manages aspects of the product lifecycle, working with colleagues in other disciplines to enable effective marketing and customer support.

10. Manages the preparation of pre-qualification questionnaires and tender invitations in response to business cases. Assembles relevant information for tenders. Produces detailed evaluation criteria for simple tender criteria.

11. Responsible for understanding client requirements, collecting data, delivering analysis and problem resolution. Identifies, evaluates and recommends options, implementing if required.

12. Analyses business processes; identifies alternative solutions, assesses feasibility, and recommends new approaches, typically seeking to exploit technology components. Evaluates the financial, cultural, technological, organisational and environmental factors which must be addressed in the change programme.

AND such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

2.3. Supervision Received

Line management is from the Head of Business Analysis.

Matrix and virtual line supervision from Strategic Account Manager, Project/Product Managers and Idea sponsors from within the business domain

2.4. Supervision Given

Matrix & virtual line supervision of associate delivery and support teams

2.5. Contacts

• IT Services staff, including Executive Team.

• University Group Leadership Team.

• Staff and students in other Schools / Support Areas of the University Group.

- External Suppliers and other education institutions.

3. Person Specification

ATTRIBUTES	ESSENTIAL	ADVANTAGEOUS
Education & Qualifications	• Educated to degree level in a relevant discipline with a chartered professional qualification or substantial experience in related field in lieu of the above.	• Postgraduate or professional qualification in a relevant discipline.
Knowledge & Experience	• Substantial experience of business analysis in a large, complex organisation. (Ensure Financial Management, Project Management and Management is covered where applicable) • Proven significant experience in at least two of the following: • Selection and implementation of packaged software • Business analysis • Project Management.	• Exposure to operating in Higher Education • Experience of giving presentations to colleagues or clients. • Experience in change management.
Interpersonal Skills	• Able to influence and negotiate at all levels and also where resources may not be in direct control of this role. • Ability to build trust and display integrity. • Able to motivate others to deliver high performing teams and a high performance culture. • Ability to forge effective relationships in a complex matrix management environment. • Ability to work collaboratively and key team player. • Excellent communication, and presentation skills • Creative and innovative thinking	
Job-related Skills, Abilities & Competencies	• Excellent analytical, strategic conceptual thinking, strategic planning and execution skills. • Exceptional leadership skills with the ability to develop and communicate the	• Knowledge of a recognised business or systems analysis technique

	change vision, and inspire, motivate and develop staff. • Takes accountability and has strong sense of ownership. • Results orientated and a commitment to a high quality customer service • A blend of business, IT, financial and communication skills. • Understanding business organisation, politics and culture. • Ability to build and maintain broad network of business relationships. • Knowledge of customer behaviours, needs and expectations. • Ability to lead a team/discipline to quickly resolve complex problems in the provision of IT services. • Good understanding of current and emerging technologies and how other enterprises are employing them to drive digital business support.	• Knowledge and experience of Six Sigma • Knowledge of PRINCE2 • Knowledge of software tools for project management • Knowledge of HE business processes
Other Requirements	• A flexible approach to working hours and location, including a willingness to travel, locally, nationally or overseas, as required. • An appreciation of other cultures; the global reach of the University and its international agenda.	