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| **Role Title** | **Digital Products Owner / Business Analyst – Digital Services** |
| **Job Family** | **Corporate Development** |
| **Competency Level** | **Principal Officer** |
| **Pay Range / Scale** | **PO5** |
| **Purpose** | |
| Waltham Forest has a challenging, customer focused digital agenda.  As a Digital Product Owner / BA, you will be focussed on the delivery and continuous improvement of Waltham Forest’s digital services and delivering this change by working with the Digital Products & Services Manager, council services and digital content and development teams.  Experienced in working in an agile environment you will excel at digital product management, developing and prioritising product roadmaps and backlogs, writing user stories and being 100% focussed on building brilliant customer experiences that increase digital channel adoption and improve resident’s experience of the council.  As the product owner / BA you will lead on scrum teams with the delivery manager, 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 also work closely with senior stakeholders to plan and prioritize product feature backlogs and development for the product, and by doing so define product vision, road-map and growth opportunities.  You will be to assess value, develop cases, and prioritise stories, epics and themes to ensure work focuses on those with maximum value that are aligned with product strategy, and provide backlog management, iteration planning, and elaboration of the user stories, while working closely with Head of Digital Services 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.  Service is delivered to organisational 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 projects or improvement programmes or contribute to the delivery of larger projects. | 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.  Projects 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 service / business plans for area of responsibility and to wider service planning and development activities.  Contribute to budget planning as required. | Service / business 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 digital services product roadmap and backlogs.  Plan, direct, coordinate and execute activities to drive continual improvement to Waltham Forest digital services. | Support the Digital Development Manager to launch new services and lead the digital services strategy and optimisation programme that supports the digital team mission to ‘build services so good, that people prefer to use them’.  Drive continuous refinement and improvements to digital 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.  Ensure key websites are effective and providing an excellent customer experience, through continual monitoring and evaluation.  Maintain product roadmaps and backlogs, write effective user stories. |
| Champion the use of analytics and user testing to make informed decisions relating to websites and services. | A range of analytics platforms including Google Analytics, Siteimprove, GovMetric, HotJar and Firmstep CRM are utilised to measure, track and analyse the effectiveness of websites against defined measures of success.  This data is used to inform day-to-day decision-making.  Key performance measures (such as website visits, top tasks, completed / uncompleted tasks, satisfaction rates, landing pages, portal sign up rates and other such measures as appropriate) are reported on monthly.  Digital 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 testing via the Digital Tester resident user group. |
| Review and action business as usual (BAU) requests, ensuring improvements to websites and digital services are prioritised on the product backlog and fed into sprints. | All BAU requests are monitored, assessed and responded to within agreed SLAs.  Stakeholders are kept informed on progress.  Out of hours support is provided when required for critical issues affecting websites, tools and services. |
| 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. |
| Support the Digital Champions programme. | New Digital Champions are recruited and engaged with to drive the success of the council’s digital inclusion programme. |
| Represent and champion the Digital Team, the excellent work and outcomes it is delivering. | The Digital Team – 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 and the Digital 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 Heads of Service providing expert advice, guidance and support on digital user experience and technical related issues. * Build strong relationships with senior and junior representatives from across the organisation, acting as a Digital Champion, educating and advocating good digital practice. * Build strong relationships with PMO and ICT. * Report to the Head of Digital Services, keeping them informed on progress and challenges, and taking their steer on the direction of service. * 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 Digital Product, Content and Development teams to successfully deliver outcomes that meet organisation goals. * Provide excellent customer service to stakeholders requesting BAU changes to websites. * 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 Digital Products Owner you will be tasked with making walthamforest.gov.uk and digital services best-in-class, working within the digital product team 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 websites simpler, easier and faster to use.  You will devise and iterate the product backlogs and roadmap, be a champion for user needs, organise support models, and communicate plans and progress through both internal and external channels where appropriate.  A key success measure of your role will be building the Digital Team’s reputation within the council based on exceptional delivery, ensuring that the end product meets and where possible exceeds stakeholder requirements and expectations and provides an excellent customer experience, so they are willing to recommend our work.  Day-to-day you will:   * Work with multi-disciplinary teams to deliver digital services, and iteratively improve them through over time. * 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. * Maintain product backlogs and roadmaps for key websites and services, regularly iterating them to meet the changing needs of users, services and the council. Write good user stories and make decisions based on data. * 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. * Support the Waltham Forest Digital Champions programme. * Communicate and share the digital services vision, strategy with services.   You will make important contributions to strategic projects and digital service improvements, working with stakeholders within Services and across the Corporate Development team (Transformation, Communications, IT and Digital) with the goal of supporting our resident’s needs and encouraging them to return to digital more and more often.  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 Digital Product Owner will have responsibility for delivering digital products and services 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.  This role is key to educating services on digital customer experience principles and using data to drive decision making, and the benefits associated. | |
| **Resourcing** | |
| Reports to: Head of Digital Services.  Budget Responsibilities**:** Responsible for feeding into costing and quotes for projects and improvements to be delivered by the digital team.  Supervisory Responsibilities: None. | |
| **Knowledge, Skills and Experience** | |
| * Experience of product management with a passion for developing and optimising great digital services and service-focussed websites by leading multi-disciplinary teams. * An innate sense of what makes a successful user experience. * The ability to switch between the strategic visioning and the detail, being the authority in all aspects of your product area. * Experience of engaging with users and turning user insight into product improvements. * Experience of collecting 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. * 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. | |

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| 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 |