

Job Description

Job Title	Business Change Analyst
Directorate	Strategy and Change
Service Area	Transformation
Grade	8
Competency Level	2
Salary	£47,665 - £53,051
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A8580

Job Purpose

The change analyst will work collaboratively with business leads and support services in discovering and designing solutions to the Council's most complex transformation priorities and opportunities. To facilitate the production of high-quality and rapid discovery work, that is understood and utilised across the Council and in partnerships.



Directly Responsible For:

No line management responsibilities.

Directly Responsible To:

Senior Change Analyst

Main Areas of Responsibility:

Technical:

- Act as Change Analyst on the most complex transformation priorities and opportunities, within transformation's discovery phase. Able to act as an internal consultant, understanding the role of our "customers" and ensuring effective engagement and satisfaction
- Responsible for end-to-end discovery, working within a multi-disciplinary team, to successfully navigate ambiguity and bring clarity, through data, insight and analysis and successfully lead throughout the discovery phase, and facilitate a successful transfer into the design stage of projects and programmes
- Identify and implement the best-fit discovery approach, tools and techniques such as service design, business analysis, behavioural science and data analysis to ensure outputs and pace meet the needs of programmes and projects
- Utilise both qualitative and quantitative data (either through existing operations or through the use of change pilots) to make informed design decisions, ensuring services and solutions meet the needs of customers and align with department objectives. Look to challenge non-fact based decisions and create both innovative and disciplined ways of working, ensuring proportionality and iterative approaches are considered

- Assess complex customer activities and “as-is” service design and business processes to identify opportunities and define the future “to-be” considering how to:
 - streamline/innovate processes,
 - capitalise on existing or emerging technologies,
 - ensure user-centred design,
 - apply prevention and a digital-first approach.
- Support the continual review of the function’s internal approaches, tools, methodologies and practices to ensure they are fit for purpose, in line with best practice and delivering exceptional outcomes for the “customer”

Communication and Stakeholder Engagement

- Develop and maintain excellent and productive relationships with key internal/external stakeholders as appropriate for on-going improvement initiatives/activities. Able to provide challenge, negotiation and influence to senior stakeholders, including Senior Responsible Officers / Directors
- Ensure concepts and outputs are produced and communicated to allow customers and stakeholders to visualise, understand and be able to action/own suggested change or improvements, using storytelling, logic-modelling, evidence and suitable discovery artefacts to influence decision-making and direction
- Organise and facilitate events, workshops and training sessions, as required, through the discovery phase. Ensure appropriate co-creation and co-design is incorporated into the development of the discovery phase, with due consideration for the value of lived experience
- Demonstrate the value of using discovery techniques (data analysis, behavioural science, service design and/or business analysis) by helping people to understand what and how they will help them to achieve their goals, thereby incorporating a change management mindset from initiation

Best Practice

- Identify and assess changes to national, regional and local legislation and policies and understand and explain the impacts of these changes on the business environment / processes as well as contributing to the development of local policy
- Ensure services are accessible, inclusive and modern and designed to meet the diverse needs of all Liverpool's customers and comply with government standards on accessibility and inclusivity
- Adopt best practice and modern tools in both the approach and output of discovery, i.e. use of Microsoft Co-Pilot in approach, and development of AI agents as a product of discovery

Project & Change Management

- Skilled at utilising standard and proportionate project management tools to maintain a strong grip throughout the discovery phase
- Support or, where required, lead on the production of initial outline business cases to help ensure proposed programmes deliver best value. Lead the transfer of work from discovery phase into design, ensuring clarity on approach to add value, reduce costs or maximise project benefits
- Collaborate with wider transformation team to define and embed good change management practice and techniques

General

- Ensure that appropriate arrangements are in place to provide for a positive work/life balance both in terms of personal workload and that of junior team members

Other

- Undertake, where required, other responsibilities and duties including work related to all areas of business, on behalf of the organisation, where this is

commensurate with the grade of the post. This may entail working from other locations

Supervision and Management Responsibility:

- Will be responsible for supervising junior project team members including coordinating operational tasks, coaching and mentoring, and providing feedback on performance

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- The job would include using a computer and sitting at a desk for prolonged periods of time

Corporate Responsibility:

- Contribute to the delivery of the Council Plan

- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Transformation Skills Matrix Alignment: This role aligns to the Transformation Skills Matrix, which sets out the core capabilities and behaviours expected across



PMO, discovery and delivery roles, and is used to inform role expectations, informed through analysis of the essential criteria and requirements of the job role. The matrix provides a shared framework for describing role expectations and supporting consistency across roles. The depth and application of skills therefore varies depending on role focus, seniority and agreed specialism. Not all elements of the matrix apply equally, and its use is proportionate to the responsibilities of this post with further guidance provided in the skills matrix framework.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree or equivalent in a relevant discipline Degree, relevant qualification, or relevant experience (A)
- Successful completion of one or more Practitioner level courses (i.e. Lean Six Sigma, British Computer Society Certification, MA Design, MSC Behaviour Change etc.) relating to a discovery discipline: (A)
 - Business Analysis
 - Data Analysis
 - System Designer
 - Behavioural Insight
- Knowledge and understanding of project management methodologies (e.g., Prince2, Agile) (A,I)
- A commitment to continuous professional development across all discovery discipline areas (A,I)

Desirable

- Project management qualification
- Change management qualification

Experience

Essential

- Experience within their area of discovery expertise (Business Analysis, Data Analysis, System Designer, Behavioural Insight) (A, I, P)
- Experience of working on enterprise-wide transformation programmes (A, I)
- Experience of working with cross-functional teams with competing priorities and business drivers (A, I)
- Evidence of facilitating, hosting and presenting meetings and workshops with key stakeholders including senior management (A, I).
- Knowledge of techniques associated with business process improvement (A,I)
- Evidence of the preparation and successful submission of discovery / change analysis documentation, including options analysis, feasibility, quantifying benefits, outline business cases (A, I)
- Appropriate evidence of utilising a range of methods to capture and analyse customer requirements (A,I)

Desirable

- Experience of working within Local Government

Skills/Abilities

Essential

- **General (A, I)**
 - Ability to demonstrate a high level of initiative, and able to work autonomously with minimal supervision
 - Self-motivation and resilience

- Inquisitive and innovative approach to problem-solving
- Ability to adopt a flexible approach
- Able to work under pressure and meet strict deadlines
- Excellent organisational and planning skills, with ability to prioritise
- **Technical Discovery Skills (A, I, P):**
 - Ability to elicit the client/customer's views, concerns & requirements.
 - Ability to apply a user-centred approach to discovery, ensuring robust user research, user testing and feedback.
 - Ability to identify issues and challenges by using probing questioning techniques.
 - Skilled at applying range of discovery tools and techniques, which could include business process improvement, service design, research design (both quantitative and qualitative).
 - Understanding and interest in behavioural insight, and application within a public sector context.
 - Analytical & research skills.
 - Experience in facilitation of workshops and/or co-design sessions.
- **Conflict and negotiation:** Able to identify and resolve conflict and negotiate desired outcomes. Can gain alignment of views (I)
- **Scope management:** Able to draw the ideas and vision from the sponsor or senior executives, data & insight and articulate succinctly in a well-qualified problem/opportunity statement (A, I, P)
- **Stakeholder / Client management:** Strong written and verbal communication, that both builds trust, awareness and understanding, particularly when dealing with complex or heavily detailed information. Able to identify and prioritise stakeholders, including 3rd parties, and able to communicate with them in line with the discovery plan and retain their commitment and engagement throughout discovery (A, I, P)
- **Leadership:** Able to influence leadership in order to launch and develop discovery work (A, I, P)

- **Information management:** Collects, stores, archives and destroys outputs in line with procedures and standards, ensuring an accessible library of information that benefits/inspires the whole organisation (A, I)
- **Ensuring quality:** Able to deliver discovery products and analysis which meet the standards of the sponsor, SRO and stakeholders (A, I)
- **Learning and development:** Develop self in line with the relevant learning and development policies (A, I)
- **Conduct:** Ensure you conduct yourself in a morally, legally and socially appropriate manner of behaviour, in line with Council values and procedures, with all members of the project team (A, I)
- **Project Management:** Understanding of managing change in an organisation
Understanding of project management (A, I, P)

Desirable

- A good understanding of digital transformation with a strong technical and ICT awareness.

Commitment

Essential

- Ownership of problems (A,I)
- Desire to learn; improve and progress, personally and within the context of a team (A,I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council