



POSITION DESCRIPTION

DIGITAL EXPERIENCE BUSINESS ANALYST

POSITION DETAILS

Position No.	000778	Department	Digital Experience
Employment Status	Fixed-Term (2 years)	Location	Civic Centre
Unit	Business Services	Classification	XXX

POSITION OBJECTIVE

The Digital Experience Business Analyst plays a critical role in delivering Kingborough Council's Digital Strategy by helping the organisation rethink how services are designed and delivered. The role identifies opportunities for improvement and designs future-state services and processes that are simpler, more efficient and more customer-focused.

The initial focus is on community-facing services. Working closely with business units across Council, the Business Analyst will map existing customer journeys, identify pain points and inefficiencies, and redesign services to improve accessibility, consistency and customer experience. These redesigned processes will support the implementation of a modern Customer Relationship Management (CRM) platform and enable digitisation and automation of services.

The role recognises that digital transformation is not about digitising inefficient processes. It is about understanding what matters most to customers and staff, simplifying how work gets done, and designing services that are easy to access, easy to deliver and fit for the future. The Business Analyst complements Change Management and Learning and Adoption resources by defining what needs to change and why.

KEY FUNCTIONS AND RESPONSIBILITIES

Service Analysis Design

- Identify, document and analyse existing community-facing processes across Council
- Facilitate workshops and interviews with business units to understand current practices, challenges, and opportunities for improvement
- Map current-state (as-is) customer journeys and workflows, identifying duplication, manual handling, bottlenecks and points of customer frustration
- Challenge existing assumptions and practices to ensure services are designed around customer needs rather than organisational structures
- Develop future-state (to-be) processes that are simpler, more efficient, and customer-focused, applying human-centred design principles while maintaining legislative and regulatory compliance

Requirements Definition and Solution Design

- Translate future-state processes into business and functional requirements, defining business rules, workflows, approvals, notifications, and escalation pathways
- Maintain traceability between business needs, process designs and solution requirements
- Collaborate with project teams, vendors and subject matter experts during solution design and configuration activities
- Validate that configured solutions align with agreed business requirements and intended outcomes
- Identify opportunities for digitisation including online self-service, automation and improved visibility to support efficiency and customer experience

Internal Process Improvement and Optimisation

- Map and analyse internal business processes across Council
- Identify opportunities to streamline operations, reduce manual processes, eliminate duplication, improve consistency and standardisation across business units
- Support the redesign of internal workflows and supporting systems, identifying opportunities to better integrate systems and improve information flow across the organisation

Stakeholder Engagement and Benefits Realisation

- Build strong relationships with stakeholders across all levels of the organisation
- Facilitate workshops, interviews, and consultation activities to gather information and validate findings
- Present findings, recommendations, and future-state designs to managers, project teams, and executive stakeholders
- Foster collaboration between business areas to support shared outcomes and organisational alignment
- Define expected benefits, establish baseline measures and assess whether redesigned processes are achieving intended objectives
- Assist in the preparation of business cases, options analysis, and project documentation where required

Testing, Validation and Continuous Improvement

- Participate in solution testing, validation, and user acceptance activities
- Develop and coordinate business testing scenarios and validate that implemented solutions align with documented requirements and future-state processes
- Provide business input into implementation and transition planning activities led by project and change resources
- Recommend enhancements based on operational feedback and emerging opportunities

- Promote a culture of continuous improvement by encouraging evidence-based decision-making and identifying opportunities to improve customer and employee experiences through better service design

Work Health and Safety: To take reasonable care that your acts and omissions do not adversely affect the health and safety of yourself or others in the workplace, to comply with any reasonable instructions given to you by the Council and to comply with the requirements of any and all WHS policies and procedures.

Authority and accountability: Employees at this level operate with a high degree of autonomy within established objectives and are responsible for leading business analysis, service design and process improvement activities associated with Council's digital transformation initiatives.

The role is accountable for ensuring that future-state services and processes are practical, customer-focused, evidence-based and aligned with organisational objectives.

Judgment and problem solving: Employees exercise sound judgement and initiative in analysing complex business problems, identifying opportunities for improvement and balancing competing operational needs.

The role requires the ability to interpret information from diverse sources, challenge existing practices constructively, and develop practical recommendations that support informed decision-making and successful implementation.

ORGANISATIONAL RELATIONSHIPS

Reporting Relationships

Internal

Works collaboratively with all Council teams to support service redesign, business analysis and process improvement activities.

External

Liaises with contractors, consultants, vendors and industry experts involved in service improvement and digital initiatives.

Direct Reports

This role reports to the Manager Digital Experience and has no direct reports.

SKILLS, KNOWLEDGE AND EXPERIENCE

- Demonstrated experience in business analysis, service design, process improvement or organisational transformation roles
- Experience facilitating workshops and engaging with a broad range of stakeholders

- Experience documenting and analysing business processes
- Experience developing business and functional requirements
- Experience translating operational needs into practical solution requirements
- Strong process mapping and analytical skills
- Ability to identify inefficiencies and develop practical improvement opportunities
- Strong facilitation and stakeholder engagement skills
- Excellent written and verbal communication skills
- Ability to simplify complex concepts and communicate them clearly
- Strong organisational and prioritisation skills
- Ability to work independently and manage multiple workstreams simultaneously
- Proficiency in CRM or service management platforms

Licenses

- Current driver's license
- A satisfactory Police Check is required

Desirable

- Qualifications in business analysis, service design, project management, organisational development or a related discipline
- Experience implementing CRM platforms, customer service technologies or workflow solutions
- Experience working within local government or a similarly regulated environment
- Experience with business process modelling methodologies and tools
- Experience supporting digital transformation initiatives
- Familiarity with workflow automation and low-code platforms
- Understanding of customer experience and human-centred design principles