

## Digital Business Analyst

We are seeking an experienced Digital Business Analyst to work in our Marketing team. The individual will be responsible for monitoring digital channel traffic and touchpoints to evaluate and make recommendations to improve business processes, operational efficiencies and the overall digital customer experience.

### Core responsibilities include:

- Investigate business issues and evaluate solutions to improve digital business operations, which also includes understanding user and consumer needs
- Pro-actively identify and use appropriate methods of uncovering information, such as stakeholder interviews, document analysis, requirements workshops, surveys, site visits, business process descriptions
- Work extensively with a team of both internal and external partners User Experience professionals, IT and Product Owners to identify and support implementation of required changes,
- Take full end to end responsibility for production and review of business requirements, process analysis/design and user stories, and on occasion develop cost analysis
- Manage and report on system and application upgrade requests from digital partners; in addition, track and manage system and application defects
- Use CRM to uncover actionable insights (cause/effect) and process optimization opportunities and performance improvements.
- Drive the development of documentation to support implementation of new policies, procedures, and processes
- Perform audits for accuracy of changes to assist with mitigating direct channel operational risk, and optimization of new and existing processes
- Establish and be the primary contact for common measurement criteria; develop KPIs and metrics for reporting and analysis; determine and communicate benchmarks, trends/patterns in digital business operations and recommend opportunities for business performance improvements

### Qualifications and experience required:

- Five years of experience working in digital business change programmes
- University or Master's degree in a related field or equivalent work experience
- Experience leading workshops and discovery sessions to efficiently and thoroughly prompt thought, challenge existing ways of working and encourage user focused design thinking
- Proven work experience in database management and maintenance for client segmentation and business opportunity analysis
- Proficiency with Microsoft Office, Visio
- Detailed analytical abilities in process modelling techniques and methods, and process analysis and design
- In-depth knowledge of creating user requirements, design specifications and business process documentation
- Experience with related reporting and visualization software tools and platforms, such as, Data Studio, experience using Power BI would be an asset
- A working knowledge of a range of digital and collaborative tools, including those focused on Agile project management and project planning
- Working knowledge of Google Analytics, CRM Dynamics and Content Management Systems
- Ability to travel

**Closing Date:** Monday, September 9<sup>th</sup>, 2019

Argus strives to provide complete customer satisfaction by recruiting, developing and retaining the very best people who are committed to offering our customers exceptional service. Argus is an equal opportunity employer.

