
Job Title: Digital Product Analyst
CFBU/Function: Sales and Marketing
Dimensions of the Job: Responsible for detailing product requirement for development
Reports to: Digital Product Manager
Location: Runcorn

Job Summary: Reporting directly to the Digital Product Manager, the job holder will be responsible to help guide the business to enhance the efficiency and value of its processes, services, products, as well as both software and hardware. Using data analysis, they will determine requirements and make appropriate data-driven recommendations to business stakeholders

In addition, the role holder will support the Digital Product Manager and work closely with the digital development team on the products that form the Hey Pharmacist portfolio. This role will be required to balance user needs, member's needs, development requirements and the business goals.

It is also expected that the Digital BA will have an understanding of the pharmacy industry, including ordering systems, wholesale membership models, coupled with a customer/member centric mind-set.

Responsibilities : ***Digital***

- Understand and articulate the key strategic business imperatives into succinct user stories
- Be the expert in customer experience for patients, members and colleagues
- Map-out and where appropriate reimagine business processes
- Drive agile methodology grounded in Lean principles and mind-set
- Use data to inform decision making
- Through a good understanding of technology, ensure business leaders are clear on how tech can bring new ways of working and capabilities
- Support Product Owner by embracing the product management journey
- Monitor and evaluate product performance to ensure constant product iteration and improvements

Key Experience, Knowledge, Skills & Qualifications: ***Key Experience***

- Experience as a BA with a track record of being part of a team that builds successful products
- Clear understanding of agile and Lean methodologies
- Experience of both customer and colleague facing systems and products
- Proven ability to influence cross functional teams without formal authority.
- Technical product knowledge or domain expertise with the ability to translate customer language into technical requirements for development.
- An expert at writing user stories and user acceptance criteria.
- An understanding of how to work with and manage third party

agencies.

- Experience of working with colleagues across an organisation and interfacing with key internal and external stakeholders.
- Experience of creating value and establishing meaningful change.
- Experience of working with agile software development techniques and teams .

Knowledge and Skills

- Good commercial awareness and business understanding.
- Understanding of agile product development and the product development cycle.
- Motivated and passionate about doing the best possible job and the ability to continuously learn and improve.
- Proven ability to solve complex problems
- Good communication skills; the ability to communicate effectively with teams, members and end users.
- Ability to influence and collaborate within an organisation .

Qualifications

- Degree qualified. Preferably within IT, Technology or Digital subjects or significant practical experience of the key responsibilities of the role.

Key Interfaces:

External – IT/Digital suppliers and providers .

Internal – Development team, Product team, Marketing and Retail team

Drive Business Performance & Value Creation

Creates value through economic action and establishes meaningful changes

- has a profound and comprehensive knowledge of the target market and the business
- continuously develops the business and his/her performance
- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- has the ability and flexibility to recognize and promote business opportunities and need for change (Change Management)
- thinks and plans ahead in order to achieve long-term results-oriented growth of the PHOENIX group
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

Dedicate Yourself to Customer Needs

Bases his/her behaviour on internal/external customer benefit and thus supports business success

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
 - encourages innovation and improvement



Strive for Quality Excellence

Acts quality-conscious and continuously improves work Results

- has profound knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his organization, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Lead and Engage

Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others

- motivates him-/herself and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- creates an appropriate framework where employees develop their full capability
- promotes team spirit and creates a sense of responsibility for mutual goals
- determines the direction of the team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement

PHOENIX Medical Supplies will be recognised as a provider of top class business relevant solutions to the UK healthcare industry, operating with honesty and integrity to show leadership in partnership

