



# BUSINESS SYSTEMS DESIGN ANALYST

## Job description

<b>Grade</b>	
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Public Fundraising, Data and Supporter Relations
<b>Team</b>	Data & CRM
<b>Reports to</b>	Business Systems Design Manager
<b>Responsible for</b>	n/a
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35hrs p/w

### About the role

Mind's Data and CRM Department empower Mind to be data & insight driven; amplifying the collective impact of our charitable efforts so everyone with a mental health problem has both support and respect.

Together, we combine business intelligence, technology and engagement strategy to modernise our ways of working. Maximising the value we draw from our data to meet strategic business goals, we enable an insight driven culture of innovation and continual improvement: harnessing the power of data and technology to achieve our common purpose.

We work with our users, technology suppliers, IT & Digital Team, and marketing teams to ensure high quality and trusted data is seamless integrated to drive efficiency, effectiveness, and frictionless supporter experiences that connect people to the cause and enables us to raise vital funds to support Mind's work.

Our Data and CRM activities seek to improve trust and usability of our data through providing robust Data and CRM Operations, Development, Business Systems Design, and Learning and Adoption; seamlessly integrating data and analytics to remove siloes from our ways of working and improve supporter experiences.

The Business Systems Design Analyst will be responsible for supporting the design and implementation of data driven process improvement, and for the analysis of business processes to



drive efficiencies and improvements to the logistics and systems challenges faced by Mind. The Business Design Analyst will report to the Business Systems Design Manager.

The Business Systems Design Analyst will play a vital role in the co-ordinating of delivery stages for the design and implementation of CRM & Data changes in line with time, budget, quality and approach, with a particular focus on business improvement changes and stakeholder engagement. Rapport building and good communication are vital.

Mind aims to ensure that our strategy and all our activities fully reflect the needs and interests of mental health service users, women, black and minority ethnic communities, vulnerable migrants, people who identify as lesbian, gay, bisexual, queer or transgender, and people with physical, cognitive or sensory impairments, with mobility impairments, or with learning difficulties, with full regard to their age, background and personal circumstances. You will be expected to contribute to this aim.

## Key Responsibilities

- Working collaboratively to provide Business Systems Design services across our CRM Systems and data driven processes, ensuring our ways of working are robust, fit for purpose and scalable. Streamlining technical and business processes to leverage the new capabilities brought by the implementation of a Data Hub/Data Warehouse and new middleware technology.
- Business analysis: working with business users to review processes and make recommendations for efficiency savings and organisational investment in new projects.
- Business design: planning and developing robust and efficient processes or technical solutions to sustainably tackle a range of organisational challenges.
- Interdepartmental coordination: working collaboratively with stakeholders across the organisation to provide advice and recommendations on new processes, and to ensure the delivery of robust and efficient systems that meet the various needs of each department.
- Implementation: overseeing and executing the change requirements of the business, from initiation through to delivery, including working with the CRM Learning and Adoption Manager to ensure the successful rollout and adoption of new products.
- Project management: responsibility for the development and prioritisation of key processes and support of major process transformation projects. Pre-planning the resource capacity requirements and delivery team structure to deliver each stage of respective projects. Delivering project closure and lessons learned reviews.
- Measuring and reporting on return on investment brought by new technologies and improved ways of working.



- Working closely with technical teams, suppliers, developers and users to ensure successful project delivery.
- Stakeholder management: building strong relationships with people across the organisation to facilitate effective process review and implementation. Working collaboratively with colleagues to ensure efficiency of project delivery through excellent communication and consultative planning, building rapport to ensure empathy with the programme and create a culture of support.

## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

### Role expectations:

- To embrace and champion all things Data and CRM at Mind, winning the hearts and minds of all staff.
- To understand the importance of good quality accurate data and proactively drive the speedy resolution of issues.
- To empower all staff at Mind to realise the full potential of the CRM systems and data driven processes, ensuring Managers and staff are supported and guided through the adoption of new ways of working.
- To breakdown any apathy/misunderstanding towards data and CRM systems through the education and upskilling of all staff.
- A desire for continuous improvement through seeking and sharing feedback and a willingness to learn from mistakes.
- To understand that the nature of this post will require flexibility in undertaking the role.
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.



All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria



## Business Systems Design

- Experience of business analysis, and an ability to simplify complex problems, processes or projects into component parts to explore and evaluate them systematically.
- Strong problem-solving skills with the ability to understand business needs and identify, prioritise and deliver robust solutions with demonstrable benefits.
- Robust understanding of enterprise architecture, the Systems Development Life Cycle (SDLC), and how data systems interact to create frictionless supporter experiences.
- Experience of process mapping and process engineering, incl. designing processes that utilise ETL (Extract Transform Load) tools, preferably Talend.

## Project & Stakeholder Management

- Excellent experience in project management methodologies, processes and standards (e.g. Agile, PRINCE2).
- Experience of successfully managing the full life cycle of complex technology / CRM / data change and process improvement projects across multiple departments.
- The ability to form and maintain business relationships across different levels of seniority, and to work collaboratively with people across various departments and locations.
- Experience building and managing relationships with external/3rd party suppliers.
- Ability to communicate effectively, in one-to-one situations, small groups and before larger audiences, including facilitating workshops and group meetings.

## Personal Attributes and Behaviours

- Ability to work collaboratively and influence effectively across organisational boundaries to achieve goals.
- Ability to find creative solutions to complex problems and contribute with innovative ideas and solutions.
- Tackle tasks in a systematic, efficient and logical manner and use collaboration to deliver more effective solutions.
- Proactive approach with a focus on results and achieving goals, prioritising demanding workloads for self and others, driving work, where required, across multiple teams and projects.
- Experience of managing change at an operational level, with proven success in bringing about change in teams not directly controlled.
- Excellent communication, people management and planning skills; ability to influence, persuade and interact effectively.



## Other

- Willingness to travel occasionally and work unsocial hours.
- Commitment to your own continuing professional and personal development.

## Desirable Criteria

- Knowledge or understanding of the mental health landscape.
- Understanding of marketing selections and segmentations.
- Understanding of databases and modern data warehouses.  
Understanding of standard fundraising database UI and nomenclature and development methodologies.
- Understanding of APIs and automation of data quality rules and seamless systems integration.