

## Job Description

### Role Information

Job Title	Digital Business Analyst
Directorate (and Team)	Digital – reporting to Associate Director of Digital Transformation
Location (supported by Hybrid Working)	Birmingham / Manchester / Leeds
Full Time or Part Time	Full

### Company Overview

Ardent is the UK's leading provider of land, consent management and stakeholder engagement services to support major infrastructure and regeneration projects from concept to delivery.

We are Project Managers, Chartered Surveyors, Engagement specialists and Land Referencers, based in London, Birmingham, Warrington, Leeds, Glasgow and Dublin and supporting projects throughout the UK and Ireland.

Established in 1992, we are a high-growth business with a client portfolio that includes some of the biggest players across our four core sectors of transport, renewables, utilities and regeneration.

We are passionate about delivering life-improving change for communities and future generations and we are proud to play a key role in facilitating and delivering the UK and Ireland's net zero and growth agendas, improving connectivity, enabling the repurposing of high streets and town centres and delivering new homes.

We are problem-solvers that are outcome focused working collaboratively with our clients to provide strategic advice and services that identify and mitigate risks, deliver efficiencies, delivering buildable consents and then implementing those consents to positively change people's lives and the world that we live in.

### Role Purpose

The Digital Business Analyst is a critical role in driving Ardent's digital transformation.

This role will operate across all business functions, supporting enterprise-wide transformation.

The role provides a dedicated capability for discovering opportunities, improving processes, enabling change, and ensuring benefits are realised.

Ardent is driving initial process discovery and AS-IS understanding, as this is being completed the next priority is to review existing analysis and accelerate the design of TO-BE improvements. Without a dedicated capability, this work risks inconsistency, rework, and slower delivery. The Digital Business Analyst closes this gap by providing structured expertise in validating current findings, shaping improved future-state processes, defining benefits, and supporting adoption at pace.

## Values Alignment & Shared Commitment

The Digital Business Analyst is a visible ambassador of Ardent's values, promoting a culture of integrity, collaboration, and excellence.

### Ardent Values

- **Thirst for knowledge** - We embrace every opportunity to learn, grow and continuously improve.
- **Own it** - We do what we say we will do. We own our individual actions, are accountable for them, and take pride in adding value.
- **Be the difference** - Focus energy to make things happen. Go beyond process. Stand up, Stand out.
- **Enjoy the journey** - Have fun, be engaged and be proud to be Ardent.
- **Adapt** - We drive change and innovation to deliver growth and new opportunities in an ever-changing world.

## Key Accountabilities, Responsibilities & Outcomes

Accountability	Outcome
Business Analysis & Advisory	Lead structured business analysis to understand how work is currently done and design improved future-state ways of working. Ensure changes are adopted and deliver measurable business outcomes. Build reusable assets that scale analysis and change capability across Ardent.
Change Management	Plan and deliver change activity to support successful adoption of new processes and tools. Undertake change impact assessments, stakeholder analysis and readiness planning, contributing to communications, training and rollout activity using recognised change frameworks.

Risk Management	Identify, manage and mitigate risks within assigned initiatives, escalating issues where required to protect delivery, adoption and value realisation.
Digital & Data Advisory	Advise teams on the effective use of digital tools, platforms, automation and data to improve efficiency, decision-making and quality of outcomes.
Internal Service Tower Support	Provide effective business analysis support to internal Digital service towers, including ATLAS, Solutions Development, Technology Services and AI & Automation initiatives, where appropriate.
Revenue/Cost Contribution	Support the identification, tracking and delivery of verified efficiency gains, cost avoidance and risk reduction benefits in line with the approved commercial case.

## Key Competencies, Skills & Experience

Competency	Outcome
<b>Business Analysis &amp; Problem Framing</b>	Leads structured discovery for workstreams and complex processes. Shapes clear problem statements, evaluates options, and defines outcome-led TO-BE designs that balance value, risk, cost and delivery speed. Ensures traceability from user needs through to benefits realisation.
<b>Digital Transformation &amp; Delivery</b>	Leads delivery for transformation workstreams aligned to strategic priorities. Manages dependencies, maintains momentum, and ensures solutions transition smoothly into BAU with measurable adoption and impact.
<b>Change Enablement &amp; Business Readiness</b>	Designs and executes change approaches for initiatives, including readiness planning, stakeholder alignment and adoption measurement. Actively manages resistance and supports teams through transition to embed sustainable ways of working.
<b>Data Literacy &amp; Insight-Led Decision Making</b>	Independently analyses datasets to generate actionable insights that inform prioritisation and design decisions. Defines meaningful KPIs, applies appropriate visualisations, and ensures data integrity supports confident decision-making.

<b>Cross-Functional Collaboration &amp; Stakeholder Engagement</b>	Builds strong relationships across functions and influences senior stakeholders using evidence-based insights. Leads workshops and decision forums to drive alignment, shared ownership and clear outcomes.
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## Skills & Experience (Essential)

- Typically **5+ years' experience** delivering business analysis, transformation or process improvement initiatives in a digital environment.
- Proven ability to lead **AS-IS and TO-BE** mapping using techniques such as process mapping, service journeys and root-cause analysis.
- Strong requirements engineering skills, including user stories, acceptance criteria, benefits mapping and option appraisal.
- Confident analysing data to baseline performance, quantify improvement opportunities and track realised benefits.
- Experience advising on digital, automation or data-driven improvements in collaboration with technical teams.
- Advanced facilitation skills, including running multidisciplinary workshops with senior stakeholders.
- Strong working knowledge of tools such as **M365, Power BI, Miro/Visio, Jira or Azure DevOps**.

## Desirable

- Experience working in utilities, infrastructure or other regulated environments.
- Formal change or transformation qualifications (e.g. Prosci / ADKAR).
- Exposure to Power Platform, workflow automation or benefits realisation frameworks

## Personal Attributes

- **Analytical and structured thinker** – able to decompose complex problems, identify root causes, and design pragmatic, outcome-focused solutions.
- **Collaborative and empathetic** – works effectively across disciplines and is able to influence without formal authority, building trust with senior and frontline stakeholders.

- **Organised and delivery-focused** – manages competing priorities, maintains momentum, and follows through from insight to implementation.
- **Digitally curious and improvement-driven** – passionate about using digital, data and automation to improve efficiency, quality and business outcomes.

## Key Performance Indicators (KPIs)

Project Delivery on Time and Budget – % of initiatives delivered on schedule and within budget.

- $\geq 85\%$  of BA-supported initiatives delivered to time.
- $\geq 90\%$  of BA deliverables (AS-IS, TO-BE, requirements packs) completed to agreed deadlines.
- $\leq 10\%$  variance from planned effort or budget.

Process Efficiency Improvement – % reduction in key process cycle times or manual effort due to digital solutions.

- 20–30% reduction in cycle times for priority processes (Land Services, Title Packs, PCE).
- Minimum 70 hours/month verified efficiency gain delivered across the business (Commercial breakeven is 66–72h/month).
- $\geq 25\%$  reduction in rework/errors (e.g., Atlas defects avoided through better requirements).

User Adoption Rate – % of target users actively using new systems/processes within a defined timeframe.

- $\geq 75\%$  adoption at 30 days,
- $\geq 85\%$  adoption at 60 days,
- $\geq 90\%$  adoption at 90 days for new processes/systems.
- $\leq 15\%$  fall-back to legacy/manual methods.

Benefits Realisation – % of expected financial or operational benefits achieved from initiatives.

- $\geq 80\%$  of identified benefits realised within the planned timeframe.
- $\geq 90\%$  accuracy of benefit forecasts vs actual delivery.
- All benefits recorded in the central register and Finance-verified, as required in the commercial case.

Revenue/Cost Contribution – Quantified cost savings or revenue enabled by digital initiatives, including billable advisory time to projects.

- $\geq \text{£}4,583/\text{month}$  in value generated (Risk reduction / cost avoidance).

- Target £8,000–£12,000/month (medium performance), matching examples of £12,600/m in illustrative savings.
- Minimum 3–5 hours/month billable advisory time to client projects (if applicable).
- ≥ £500/month cash savings from licensing/contract right-sizing.

Digital Advisory Impact – Number of major projects successfully leveraging digital solutions under their guidance.

- Support 6–10 major initiatives/year (e.g., ATLAS improvements, automations, workflow redesign).
- ≥ 80% of advisory recommendations progressed to delivery or backlog acceptance.
- ≥ 90% stakeholder satisfaction from digital advisory engagements.

Internal Service Tower Support – Effective contribution to ATLAS, Solutions Development, and AI & Automation initiatives.

- Deliver 100% of assigned BA artefacts for ATLAS, Solutions, and AI initiatives.
- Support 3–5 automation or AI-related use cases/year (requirements, mapping, benefit definition).
- Document ≥ 90% of discovery outputs in reusable library formats (process maps, TO-BE designs).