

Job Description

Job Title	CX and Change Analyst	Grade	2
Department	Corporate Services	Reports	0
Reports to	Head of Digital		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

The CX and Change Analyst will sit within our Digital Team at APM and has key responsibilities to deliver our design process for change and support the delivery of new customer (CX) focused initiatives.

Responsible for analysing, identifying, and understanding customer behaviours, preferences, and pain points. Using your knowledge of Design Thinking methods and techniques, you will work with Customer Data, SMEs and Stakeholders to map out our key Customer Engagement, Lead Journeys and Value Streams – helping APM better understand the needs of our membership and prospective members (both Individual and Corporate).

You will:

- Use Personas, qualitative and quantitative research methods, and techniques (Journey Maps, 'Jobs to Be Done' analysis and Service Blueprinting), to identify areas to improve customer experiences and demand to create new products or services for the Project Profession.
- Collaborate with colleagues and stakeholders to propose and gain agreement to new technology solutions and adoption of improved business processes.
- Be confident in utilising a range of research techniques to ensure that customer experience change recommendations are evidence based.
- Create and maintain customer experience documentation to support delivery of the change process.
- Working with our Research and Analytics team, establish and monitor key performance indicators such as Net Promoter Score (NPS), Customer Satisfaction (CSAT) and Customer Effort Score (CES).
- Report on the performance of customer experience changes to working groups and other stakeholders working to deliver change, digital initiatives, and project programmes.
- Effect changes by elevating customer experience and engagement across all digital and traditional channels.

In addition to your work on our Changes, Digital Initiatives and Projects, you will also help the Head of Digital in raising awareness of the tools and techniques that support a User Centred Design approach to change at APM.

The CX and Change Analyst will be proactive, organised and have an analytical mind, with a keen interest in learning and developing their knowledge of the technologies and digital experiences that can support Membership Organisations.

Dimensions & Limits

Under this role you will be responsible for planning, conducting, analysing, and presenting Customer Experience Research and Analysis, analysing and documenting areas of Change; meeting and running workshops with Stakeholders and SMEs as required and researching and documenting change proposals.

Key relationships

Internal

- Digital colleagues, senior executives, key stakeholders and relevant APM staff.

External

- New and existing third-party suppliers and contractors including digital and technology suppliers.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

General

- Responsible for supporting the Head of Digital and UX Manager in the development and delivery of client experience and customer-led changes to products and services.
- Act as a trusted advisor across APM, contributing to Change and Digital strategy by building a 360-degree view of our membership organisation, identifying trends, opportunities, and threats.
- Accountable for delivering uplift in current benchmark customer experience and digital engagement metrics against industry standards and competitors.
- Responsible for identifying areas for improvement, providing expert CX insights, change recommendations, and innovation opportunities for projects and improvement initiatives.
- Work with SMEs and key stakeholders to identify evidence based, prioritised CX initiatives based on insights, identifying issues, and offering a fresh perspective on existing challenges.
- Capture and document Change initiatives, working with business stakeholders to prepare and present findings to Change committees and Leadership Teams.
- Execute quantitative and qualitative client experience research, consolidating with client feedback and engagement data to create client journey maps and personas as part of the CX Design process.
- Facilitate workshops based on User-Centred Design and Design Thinking methods.
- Support the building of credible ideas into early-stage propositions, testing assumptions with customers and other stakeholders, testing desirability of propositions, and assisting business in the building of business case and commercial models.
- Help to 'story tell' visualise and explain change proposals to Key stakeholders and decision makers.

Confidential

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- Consult with business stakeholders to clarify CX-based requirements and support end solution testing.
- Ensure adherence to all Governance and legal requirements.
- Document and design processes to monitor and improve core Value Streams, including EX considerations.
- Support market scanning and selection processes for new technology solutions.
- Support monthly reporting on how CX and Change activities support APM projects and initiatives, with joint accountability alongside our customer service teams to drive up NPS, CSAT and CES scores.
- Coordinate with 3rd party suppliers and digital agencies as needed.
- Support the Head of Digital in promoting a User-Centred Design approach to change within APM.

Key performance measures

- Ensure the Digital Team Change and CX inputs to APM initiatives and projects are delivered on time.
- Accurate and up-to-date customer Journey maps, Lead Journey maps and value stream documentation.
- Improvements in NPS, CSAT and CES scores.
- Consistent delivery of accurate, high-quality research.
- High levels of engagement and satisfaction from Leadership Team and business stakeholders
- Accurate and clear documentation and other artifacts to support the APM CX and Technology Design process.
- High quality communication and coordination across all departments.
- Documentation that is well written, user-friendly, and produced on time.
- Effective time and prioritisation management.
- Strong relationships and clear communication with the digital team and wider stakeholders.
- Growing the Digital Culture and mindset at APM (increased awareness and use of Design Thinking and Lean ways of working).
- Be recognised as a trusted advisor across the business. A creative thinker, and a problem solver who can contribute to departmental and corporate change projects and initiatives.

Person specification – CX and Change Analyst

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> GCSE English, Maths grade: A-C Recognised Certification \ Qualification(s) in CX UX Design, Interaction Design A demonstrable career history working in a CX or/and business change management role 	<ul style="list-style-type: none"> Degree in interaction design, psychology, or computer science Agile qualifications Project Management Qualification
Experience	<ul style="list-style-type: none"> Business Analysis Customer Experience design Business process analysis and design Journey Mapping Persona creation and application Lead Journey analysis and conversion strategy delivery Stakeholder management Conducting customer research Broad understanding of digital technologies Concept usability testing and gathering feedback CX measurement techniques (qualitative and quantitative) Working with stakeholders at all-levels of an organisation Solving complex problems using design-thinking methods and techniques Interaction and experience design 	<ul style="list-style-type: none"> Writing project and governance documentation Value Stream analysis and mapping experience Website CMS and CRM platforms Project Management experience Understanding of B2B and B2C markets Understanding of agile methods for idea development and implementation Delivering CX Change within a commercial setting Assessing new technologies for customer engagement and business process improvement
Knowledge	<ul style="list-style-type: none"> Applied knowledge of Design Thinking and Lean ways of working Workshop preparation and facilitation Customer and user behaviour analysis Change management principles and practices. 	<ul style="list-style-type: none"> An understanding of agile methods to assist us in forming, developing and implementing ideas General technology knowledge, including taking an active interest in emerging technology Appreciation of the work of a professional membership organisation
Skills	<ul style="list-style-type: none"> Strong problem-solving and analysis skills High quality verbal and written presentation skills suitable for stakeholders across all levels of the organisation Workshop preparation and facilitation skills A lifelong learning approach to developing CX knowledge and skills 	<ul style="list-style-type: none"> Proficiency with SharePoint Customer Relationship Management and Content Management Software experience Experience of creating reports and dashboards for management reporting Proficiency using digital whiteboard solutions such as Miro Experience of the 'UserTesting' research platform

	<ul style="list-style-type: none"> • Ability to multi-task across a range of projects with multiple stakeholders at different levels across the business • Critical thinking, analytical, technical problem-solving skills • Ability to finding tangible solutions to complex issues and to translate clearly in non-technical terms • Proficient user of Microsoft Office applications 	
<p>Behaviour / Competency</p>	<ul style="list-style-type: none"> • Enjoy working as a team member and independently • Hands on practical approach, with persistence and determination • Positive approach even when experiencing setbacks • Able to demonstrate initiative and a proactive approach to daily tasks • Able to work unsupervised, taking responsibility for own tasks and prioritisation of work • Good listener who takes time to understand different perspectives • Self-motivated and reliable • Able to adapt to changing priorities, complexities, and ambiguity 	<ul style="list-style-type: none"> • A natural ability to build credibility to influence and negotiate with senior stakeholders and drive change in behaviour