

# PUBLICA

## Role Description and Employee Specification

We deliver great services to local communities on behalf of their local council. We are owned by the Councils and not shareholders, so we know our priorities and have strong values. At Publica we put people and our communities at the centre of everything.

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<b>Job title:</b>	Business Improvement & Performance Officer	<b>Location:</b>	Cirencester Based
<b>Department:</b>	Resources, Performance, Data & Growth	<b>Service:</b>	Business Information, Performance & Improvement
<b>Reports to:</b>	Business Information, Performance & Improvement Manager	<b>Working Hours:</b>	37 Hours
<b>Job group:</b>	Specialist - Level 1	<b>Peer group no:</b>	PGC30
<b>Business World Post number:</b>	880000845	<b>Direct Reports (if applicable):</b>	None
<b>FTE Salary pro rata:</b>	£30,500 - £32,571	<b>Contract type:</b>	Permanent

<b>Main purpose of this specific role:</b>	To improve how our services work for customers and staff by identifying issues, redesigning journeys, and supporting services to implement meaningful change. Through user research, journey mapping and systematic service improvement, the role ensures our services are modern, usable and responsive to customer expectations.
<b>Main requirements of this specific role:</b>	<ul style="list-style-type: none"><li>Understanding customer needs through user research to uncover behaviours, motivations and pain points.</li></ul>

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	<ul style="list-style-type: none"><li>• Mapping end-to-end customer journeys across all channels (web, face to face, phone, email, letter) to identify barriers and opportunities for improvement.</li><li>• Conducting market and competitor research to build insight into product performance and to maintain relevant, high-quality services.</li><li>• Prototyping and testing proposed service changes to validate ideas and ensure solutions are user-centred and effective.</li><li>• Working collaboratively with services to design and develop new or improved technical solutions that enhance the customer experience.</li><li>• Supporting services to implement changes to processes and systems, ensuring improvements are embedded and that they deliver measurable benefits.</li><li>• Facilitating workshops, influencing stakeholders, challenging existing processes and communicating complex information clearly.</li><li>• Ensure all relevant customers and company information is captured and recorded accurately</li></ul>
<b>Essential qualifications/skills /experience specific to this role:</b>	<ul style="list-style-type: none"><li>• A qualification in your area of expertise, equivalent to BTEC, HND, HNC, NVQ level 4/5 or relevant experience of five years</li><li>• GCSE Maths and English or equivalent to grade C/4 or higher</li><li>• Experience of mapping end-to-end customer journeys and conducting user research to understand needs, behaviours and pain points.</li><li>• Experience of prototyping, testing and validating service improvements, and analysing evidence to shape effective solutions.</li><li>• Ability to work with services and technical specialists to design, deliver and embed process and system changes.</li><li>• Ability to prioritise workload, maintain accurate documentation, engage with customers</li><li>• Professionalism, integrity and resilience</li><li>• Ability to work independently under pressure and within tight deadlines</li><li>• Ability to work with others to deliver key outcomes</li><li>• Ability to manage time effectively</li><li>• Demonstrate commitment and resilience to succeed</li><li>• Ability to remain calm and confident when dealing with challenging customers and environments</li><li>• Excellent written and verbal communication skills</li><li>• Competent in using a range of technology and software packages, including Microsoft and Google</li></ul>

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<b>Desirable Requirements, Qualifications, Skills and Abilities:</b>	<ul style="list-style-type: none"> <li>• Working towards full membership or professional accreditation with a relevant professional body</li> <li>• Knowledge, understanding or experience of project management</li> </ul>
	<b>Generic Job Profile:</b>
<b>Main Purpose of a role within this job group:</b>	<p>The purpose of this role is to:</p> <ul style="list-style-type: none"> <li>• Provide technical advice and direction to internal and external customers</li> <li>• Apply detailed technical knowledge within an area of expertise and manage sensitive, detailed case or project based work</li> <li>• Meet needs and react to operational demand within prescribed guidelines</li> </ul>
<b>Key Responsibilities of a role within this job group:</b>	<ul style="list-style-type: none"> <li>• Use detailed, technical knowledge within the subject matter to objectively analyse situations and make decisions</li> <li>• Input into projects and work with other technical experts</li> <li>• Attend meetings and interactions as needed</li> <li>• Analyse problems to determine the best solution</li> <li>• Engage and interact with customers to meet their needs</li> <li>• Work within relevant legislation, prescribed policy, procedures and guidelines</li> <li>• Escalate to senior technical colleagues when necessary</li> <li>• Carry out duties with discretion, integrity and maintain confidentiality</li> <li>• Ensure all relevant customer and company information is captured and recorded accurately</li> <li>• Contribute to delivering the key performance indicators within the role</li> <li>• Undertake any other duties as reasonably required to do so</li> </ul>
<b>General Accountabilities:</b>	<ul style="list-style-type: none"> <li>• Safeguarding – The Council/Publica is committed to meeting its statutory and moral duties to safeguard and promote the welfare of children, young people under 18 years of age and adults at risk who are the recipients of its services and/or activities.</li> <li>• The post holder is responsible for maintaining a safe working environment and ensuring as far as reasonably practicable that safe working practices are adopted by employees within this work environment</li> <li>• Work in compliance with the Codes of Conduct, Regulations and policies of Publica</li> </ul>

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	<ul style="list-style-type: none"><li>• To support the response to a major incident, including taking up a designated role within the emergency management framework</li></ul>
<b>Special Conditions:</b>	<ul style="list-style-type: none"><li>• There may be a requirement to work at other Publica Group (Support) Ltd and/or client locations to meet the needs of the business</li><li>• You will be expected to work reasonable additional hours in line with the needs of the service</li><li>• Full UK Driving License</li><li>• Ability to travel/ access to a vehicle for work purposes</li></ul>
<b>Date reviewed:</b>	13 February 2026
<b>Reviewed by:</b>	Gemma Moreing
<b>Manager job title:</b>	Business Information, Performance & Improvement Manager
<b>Date of issue:</b>	<a href="#">Click here to enter a date.</a>
<b>Checked HRBP:</b>	Jenny Wells   Date 16/02/2026