BMA

Role profile

Role title	**Head of Business applications**
Department and directorate	**BMA Technology & Digital Services**
Job family level	**Guide**
Reports to (job title and name)	**Chief information officer**
Direct reports (job title and name)	**Technical architect, Product manager, CRM business application consultant, Testing consultants x 2**

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required from the role (e.g., to provide a full range of administrative support services to the department including x,y,z)

The Head of business applications plays a critical role in driving the BMA's digital transformation and ensuring that technology aligns with and supports the BMA's strategic objectives. This role requires strong leadership, technical expertise, and a deep understanding of both business and IT processes. The role is responsible for managing the business applications portfolio and providing a software/product development and support services to meet the demands of the BMA members and staff. Specific responsibilities include:

- Develop and execute a strategic plan for the BMA's business applications to align with business goals and objectives
- Oversee the BMA's portfolio of business applications, ensuring they are up to date, efficient, and meeting business needs
- Manage a team of IT professionals responsible for the development, integration, maintenance, testing and support of business applications
- Collaborate with software vendors and negotiate contracts for software licenses and services
- Manage the application development/maintenance budget in line with project investment and annual cost control
- Support the programme office (Technology and business transformation (TaBT)) in the development of the project priority framework and defining priorities in accordance with its criteria
- To work with the programme office (Technology and business transformation (TaBT)) to deliver against the project roadmap
- Ensure the availability and reliability of business-critical applications by providing technical support and maintenance
- Working with the CISO to implement data security (SecOps) governance and management practices to maintain data integrity, security, and compliance with regulations (e.g., GDPR, ISO 27001)
- Identify opportunities to streamline business processes through the effective use of technology and automation (e.g., safe use of AI tools, test automation)
- Promote user adoption of business applications by providing training and support to employees where applicable
- Monitor the performance of business applications and implement optimisations to enhance efficiency and user experience

- Manage the DevOps and change processes related to software upgrades, migrations, or new implementations in line with governance standards
- Ensure that application resilience is assessed and addressed as part of the BMA's business continuity plan
- Collaborate with staff and members to understand their needs and communicate the capabilities and limitations of business applications
- Maintain comprehensive documentation for business applications, including configuration settings, user guides, and technical specifications
- Keep up to date with industry trends, emerging technologies, and best practices in business applications management
- Implement quality assurance and testing processes to ensure that applications meet quality standards and are free of defects
- Manage the capability and resource requirements for business applications' delivery
- To ensure conformity to standards of application and data architecture
- To adopt and oversee the appropriate methodology to manage the delivery of products/solutions
- To source the appropriate partners/capabilities to deliver against roadmap priorities
- To chair the BMA's technical design authority (TDA) and ensure a high standard of project documentation presented to the TDA

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation? Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Degree or higher education qualification, preferably in business, computer science, engineering or a related field, or equivalent experience and certification
- At least 8 years' experience with business application development (full stack) with a minimum of 4 years within a Microsoft environment
- At least 3 years in a senior management role in an organisation of 150+
- Certifications/experience of .NET language (C#) with further scripting language knowledge an advantage
- Proven experience in agile and plan methodologies
- Proven experience of delivery against £1mill + programme portfolio
- Certification in Microsoft Azure cloud
- Proven communication skills with both internal team members and external business stakeholders
- Internally motivated, able to work proficiently both independently and in a team environment
- Strong initiative to find ways to improve solutions, systems, and processes.
- Experience in project budget control
- An interest in how Generative AI (Artificial Intelligence) or other AI tools can be used for business process reengineering

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (e.g., undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (e.g., adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

BMA

Intellectual demands (complexity and challenge)

- Ability to understand the technical and business context in which solutions sit
- Can synthesize complex or diverse information
- Ability to understand and document technical and business processes
- Ability to communicate technical details of solutions in formats and descriptions which cater for audiences with limited technical knowledge as well as for audiences who require more technical detail
- Ability to design and develop the system which holds sensitive personal data and confidential information in the context of SecOps and governance standards
- Working across a mix of complex parallel developments
- Aligns work with the directorate and organisation's strategic goals

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (e.g., expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g., giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (e.g., what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Works well in group problem solving situations; uses reason even when dealing with emotional topics
- Ensures that deployment timelines are not dictated by expected project dates but rather by readiness
- Understands the end user needs and preparations for the handover to BAU (service transition)
- Ability to assess priorities in accordance with the directorate's priority framework
- Ability to identify, suggest, research and implement improvements and solutions
- Gathers and responds to feedback in a professional manner
- Understands and responds to capacity planning in a responsible manner
- Responds to the wellbeing needs of the team

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Ability to plan workloads and deliverables in conjunction with the team
- Manages sensitive personal and confidential data in accordance with requirements
- Operates with a value for money mindset

BMA

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Communicates on complex business analysis issues, technical solutions and business process change at all levels
- Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments
- Proven ability to work as part of a team
- To liaise with the other teams on collaborative projects involving interfacing of the technologies on both technical and business process matters
- Communicate with providers of third-party services and applications and liaise directly them
- Strong written communication skills required to produce documents read by various departments and employees of different levels (e.g., user stories, requirements documents, functional specifications, technical specifications, user manuals, test plans, training materials, technical documentation, use case diagrams, etc.)
- Attend external, and internal, virtual meetings
- Ensures that the team meets regularly in person (1 x per week)

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Normal coordination or physical demands associated with an office environment
- Extensive use of VDUs and high level of concentration

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour
- The role contains minimal personal risk
- The role is hybrid with a requirement to attend the office for 2 days per week

BMA

BMA competency level required

The postholder is expected to execute their role in line with our five organizational values. These are currently being translated into behavioral indicators that will form part of our new performance management process. The following examples illustrate how we are using our values to inform how we act:

- We are **leaders** because:
    - We strive to always improve.
    - We take responsibility for our actions.
    - We collaborate with each other and work as one BMA for the good of our members.
    - We are proactive and prepared to guide our members and each other.
- We are **experts** because:
    - We understand our members
    - We draw on our collective experience and knowledge to solve problems.
    - We use our insights and research to make decisions.
    - We provide accurate, credible, relevant and engaging information.
    - We recognise our strengths and act upon them.
- We are **committed** because:
    - We listen to our members and put them at the heart of everything we do.
    - We are respectful, inclusive, open and honest with our members and each other.
    - We approach everything we do with confidence and sensitivity.
- We are **reliable** because:
    - We deliver on what we say we will do.
    - We are accessible and approachable.
    - We build trust by being consistent and supportive.
    - We are positive and decisive whatever the situation.
- We are **challenging** because:
    - We fight, ethically and fearlessly, for the interests of all our members.
    - We work as a brave, assertive and effective champion for high quality health. services and the advancement of the profession.

Sign-off

Manager:	Date:
Role holder:	Date: