![Aston University — Birmingham UK]

Digital Transformation Analyst – KTP Associate

OPPORTUNITY

Where change gets real.

Reference: 0641-25

Salary: £38k – £41k per annum, Depending on experience with up to £4,667 dedicated development and training budget

Contract Type: Fixed term (28 months)

Basis: Full Time

Job description

This 28-month project takes the form of a [Knowledge Transfer Partnership](#) (KTP), which provides you with practical and formal training and the availability of support from experienced mentors from [Eye-Docs (Midland Eye)](#), [Aston University](#) and [Innovate UK Business Connect](#).

Job Purpose:

This Knowledge Transfer Partnership (KTP) project will transform Eye-Docs patient care and referral management by implementing a fully digital, integrated system. This transformation will position Eye-Docs as the preferred clinic for opticians and patients, driving growth and enhancing quality of care.

Eye-Docs is a private ophthalmic clinic founded in 2002 to provide comprehensive diagnosis and treatment for all eye conditions. The clinic offers a consultant-only service, ensuring expert-led care for every patient. Eye-Docs specialises in a wide range of treatments, with the highest volume in cataract surgery, followed by age-related macular degeneration, oculoplastics, vitreoretinal procedures and other specialist interventions.

Eye-Docs aims to drive its growth by increasing referrals from opticians, enhancing patient care, and improving operational efficiency through digital transformation. The KTP will focus on:

1. **Digital Integration**: integrate Midlands Connect Portal (MCP) with Salesforce to create a seamless, two-way communication platform for opticians to refer and co-manage patients.
2. **Optician Engagement**: enhance optician digital proficiency to accelerate the use of MCP for digital patient co-management.
3. **Data analytics**: establish a structured framework for data collection and analysis to enable data-driven decision-making.
4. **Operational Efficiency**: replace manual workflows with automated processes to streamline patient management and referrals.

This KTP is a great opportunity for someone who wishes to plan and deliver business change. You will work with senior University academics on a commercial project which puts theory and modelling into practice.

Candidate Profile: Bachelors' degree in either Information Systems/Management, Data/Business Analytics, Digital Transformation, or Computer Science and/or a minimum of two years of industry experience of digital transformation in a healthcare setting. A masters' or PhD in these disciplines with the same experience is desirable.

Skills/ experience required include:

Essential

- ▶ Experience of leading or as a part of a team delivering IT project to internal or external clients
- ▶ Experience or knowledge of building, maintaining and optimising web applications using PHP and MySQL, including API development, database design, queries and performance optimisation.
- ▶ Experience of interpreting business requirements and transforming data into actionable insights.
- ▶ Experience or understanding of predictive analytics models in business environment, including forecasting trends based on CRM data.
- ▶ Communication and interpersonal skills when working with internal teams, key clients and other stakeholders.
- ▶ Highly motivated and a keen interest in digital transformation in healthcare.

Experience in the following would be desirable:

- ▶ Experience of delivering IT project in healthcare.
- ▶ Ability to manage strategic change in a complex and dynamic business environment.

Main duties and Responsibilities

▶ Collaborate with internal and external stakeholders, particularly opticians, to interpret user and data requirements in a complex clinical environment using an iterative and data-informed approach.
▶ Collect and analyse data effectively and accurately and identify key data points for reporting and visualisation.
▶ Identify and establish best practices in the patient pathway and referral network through utilisation of descriptive analytics.
▶ Use predictive analytics and machine learning to drive decision-making, leveraging insights across Eye-Docs functions (e.g. marketing, clinical team) to inform operational and strategic change.
▶ Move Eye-Docs and optician practices from low to advanced digital maturity.
▶ Ensure effective demand management while balancing organisational capacity for a scalable approach.
▶ Balance time and resources effectively to implement a complex and iterative project, requiring an agile approach to implementation.
▶ Encourage ongoing innovation by embedding new skills across the company, ensuring a legacy capability within Eye-Docs.

Additional responsibilities:

▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.
▶ Work closely and collaboratively with the rest of the MBD team observing the cooperative values of self-help, self-responsibility, democracy, equality, equity and solidarity.

Person specification

	Essential	Method of assessment
Education and qualifications	▶ Bachelors' degree in either Information Systems/Management, Data/Business Analytics, Digital Transformation, or Computer Science and/or a minimum of two years of industry experience of digital transformation in a healthcare setting.	Application form
Experience	▶ Leading or as a part of a team delivering IT project to internal or external clients ▶ Experience or knowledge of building, maintaining and optimising web applications using PHP and MySQL, including API development, database design, queries and performance optimisation. ▶ Interpreting business requirements and transforming data into actionable insights. ▶ Experience or understanding of predictive analytics models in business environment, including forecasting trends based on CRM data.	Application form and interview
Aptitude and skills	▶ Communication and interpersonal skills when working with internal teams, key clients and other stakeholders. ▶ Highly motivated and a keen interest in digital transformation in healthcare.	Application form and interview

|	Desirable	Method of assessment
Education and qualifications	► A Masters/PhD degree in Information Systems/Management, Data/Business Analytics, Digital Transformation, or Computer Science and/or a minimum of two years of industry experience of digital transformation in a healthcare setting.	Application form
Experience	► Delivering IT project in healthcare.	Application form and interview
Aptitude and skills	► Ability to manage strategic change in a complex and dynamic business environment.	Application form and interview

How to apply

You can apply for this role online via our website https://www2.aston.ac.uk/staff-public/hr/jobs.

Applications should be submitted by 23:59pm on the advertised closing date.
All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form then please contact the Recruitment Team via recruitment@aston.ac.uk.
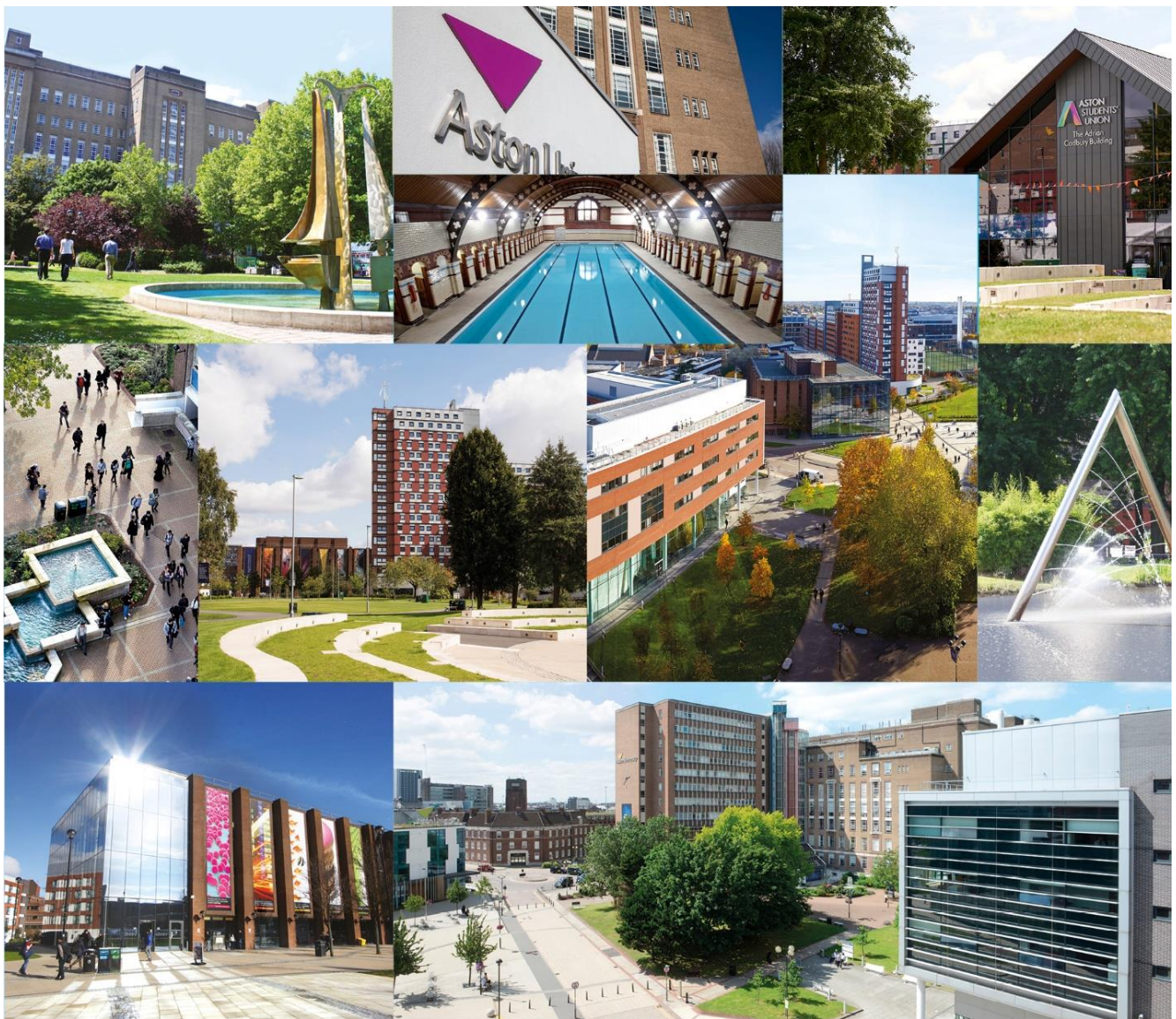
Enquiries about the vacancy:

Name: Dr Yang Zhao

Job Title: Senior Lecturer in Digital Transformation and Business Intelligence, College of Business and Social Sciences

Email: y.zhao16@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:
Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional information

Working in Birmingham: https://www2.aston.ac.uk/birmingham

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: You should ensure that you meet the eligibility requirements, including meeting the English language standards. If you do not meet the eligibility criteria, any application for a work visa would be

unsuccessful. Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres https://www.gov.uk/tier-2-general

With the end of free movement for EU/EEA/Swiss nationals from 1 January 2021, the UK's new immigration system applies to all non-UK/Irish nationals who require a visa.

Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

You can find further information about each of these visa routes on our candidate immigration page.

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see below for further details.

Academic Technology Approval Scheme (ATAS): If you will conduct research in your role and you apply for a Skilled Worker or Temporary Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our candidate immigration page.

Before you start and Right to Work

90-day entry vignette

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The Midland Landlord Accreditation Scheme provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as Rightmove or Zoopla.

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at https://www2.aston.ac.uk/data-protection. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at https://www2.aston.ac.uk/staff-public/hr/policies

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Birmingham
B4 7ET, UK.

+44 (0)121 204 3000

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