Job Description – Senior Business Analyst

|  |  |
| --- | --- |
| Department | Business Change |
| Grade | GX |
| Reporting to | Principal Business Analyst |
| Direct reports (yes or no) | No |
| WTW Code | AID020 |

| Job Purpose |
| --- |
| * To support the delivery of business change initiatives by conducting structured analysis, facilitating stakeholder engagement, and ensuring that business requirements are clearly defined, documented, and translated into effective solutions. * The role contributes to the successful delivery of projects by supporting the design and implementation of process and technology improvements. * Lead the identification, design, prioritisation, and delivery of process and technology-driven improvements that enhance operational efficiency and client experience. * Support a wide range of stakeholders including technical teams, product owners, digital teams, governance, contact centre and claims operations, IT, data, and board-level executives. |

| Key accountabilities |
| --- |
| **Stakeholder Engagement:**   * Build strong relationships working closely with business SMEs and business stakeholders to understand business needs and priorities. * Facilitate workshops, meetings, and interviews to capture requirements, identify challenges and opportunities for improvement. * Communicate analysis findings clearly to both technical and non-technical audiences. * Support stakeholder alignment and manage expectations throughout the project lifecycle * Collaborate with internal stakeholders on decisions which impact the achievement of project objectives.   **Business Analysis & Technical Proficiency:**   * Lead analysis activities within defined projects or workstreams. * Operate with a clear scope of authority and accountability * Support the definition of project objectives and assigning clear responsibilities. * Perform more complex work activities drawing from own expertise and an understanding of the impact on the broader business and wider customer/organisation * Responsible for leading, planning, execution, monitoring, controlling and closing the more complex analysis components for projects. * Conduct research during discovery phases and apply user-centred thinking to solution design. * Facilitate the creation of design artefacts - e.g. personas, as-is and future state customer journeys, service blueprints, storyboards, prototypes, etc. * Able to design journeys for new propositions. * Support and contribute to the elicitation, documentation, and analysis of business requirements, ensuring they are comprehensive, accurate, and aligned with business goals. * Produce detailed functional specifications, use cases, user stories, and process models to support the development and implementation of solutions. * Collaborate with technical teams to ensure that requirements are understood and can be translated into system design and functionality. * Create documentation of acceptance criteria to enable meaningful testing, support defect triage to ensure that solutions meet business needs and requirements. * Ensure that all deliverables meet the quality standards and are compliant with organisational standards and industry best practices. * Support reviews and walkthroughs of business requirements and functional specifications with stakeholders and project teams. * Analyse business processes, identify inefficiencies, and recommend improvements. * Support activities and initiatives to streamline workflows, reduce costs, and improve business operations. * Use data-driven analysis to support decision-making and provide insights. * Support the integration of new platforms and applications into existing architecture. * Work with the development team to create technical specifications, including data models, system flows, and API definitions. * Support the delivery of small to medium-sized projects or workstreams within larger programmes. * - **Continuous Improvement & Innovation:** * Stay informed about industry trends, emerging technologies, and best practices in business analysis and project management. * Contribute to a culture of continuous improvement by identifying opportunities for innovation and implementing best practices. * Contribute to the review and development of BA tools, templates, and standards. * Share knowledge and support peers to ensure consistency and quality in analysis delivery. |

| Role requirements |
| --- |
| **Essential:**   * Business Analysis certification (e.g., BCS, IIBA, or equivalent). * Prince2 and/or Agile project management qualifications. * Experience in a Senior Business Analyst role leading analysis within projects or workstreams. * Demonstrable strong customer insight-driven design thinking. * Able to work independently, with confidence and flexibility to adapt to a fluid landscape * Capacity to learn and adapt to new ways of working and thinking, communicating effectively through storytelling and visuals yet also in a language that resonates with the business. * Knowledge of Product Management, Waterfall/Agile mthodolgies including user story writing, backlog management and acceptance criteria definition. * Able to effectively manage and engage stakeholders * Appreciation of digital development and technology * Experience of working on business change or IT-enabled projects. * Strong analytical and problem-solving skills. * Experience working with third-party suppliers or vendors. * Confident working in multidisciplinary teams. * Empathy, intellectual curiosity and openness to learn and excited by change and learning. * Excellent written and oral communication skills with the ability to present complex data and arguments in a way that is accessible to everyone. * Understanding of data models, APIs, and cloud-based systems. * Proficiency in business analysis tools (e.g., DevOps, Visio, JIRA) * Experience of identifying and assessing organisational risk and long-term potential outcomes.   **Desirable:**   * An understanding of UX and digital design practices e.g. design systems, usability testing etc. * Experience within lean and human centred innovation. * Visual communication skills using tools such as Azure or Balsamiq. |