Job Description – Senior Business Analyst

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

| Job Purpose  |
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| * 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.
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| Key accountabilities  |
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| **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.
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| Role requirements  |
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| **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.
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