Job Description – Business Analyst

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| Department | Business Change |
| Grade | G11 |
| Reporting to | Senior Business Analyst |
| Direct reports (yes or no) | No |
| WTW Code | AID020 P3 11 |

| Job Purpose |
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| * To be responsible for analysis activities required on large projects or programmes of work that support the strategic objectives of the organisation. * To collaborate with key stakeholders at all levels of the business up to and including C-Suite. * To conduct and execute to a high standard, required analytical processes that enable the Organisation to effectively manage Change. This could be from identifying and mapping User Journeys to full requirements elicitation of a new product/service. * To support the Organisation in identifying opportunities to drive business value through optimising processes, enhancing system functionality, and driving continuous improvement initiatives by bringing a holistic view of change. |

| Key accountabilities |
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| **Stakeholder Engagement:**   * Build strong relationships working closely with business SMEs, department heads, and other key stakeholders to understand business needs and priorities. * Support the facilitation of workshops, meetings, and interviews to elicit and capture requirements, identify challenges, and explore opportunities for improvement. * Facilitate the communication of complex concepts and solutions in a clear and concise manner appropriate for the audience. * Act as a transformation partner for our multiple business areas - helping them understand how changing customer expectations will require them to deliver new, innovative experiences, propositions, products and services.   **Business Analysis:**   * Responsible for leading, planning, execution, monitoring, controlling and closing the analysis components for projects and programmes that are deemed high complexity. * Conduct research in the discovery phase, defining problems, crafting propositions at a service design level and taking a human centred lens to embedding products and services. * 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 from scratch for new propositions that didn't previously exist. * Support and contribute to the elicitation, documentation, and analysis of business requirements, ensuring they are comprehensive, accurate, and aligned with business goals. * Develop 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 translated into system design and functionality. * Ensure comprehensive documentation of acceptance criteria to enable meaningful testing, support defect triage to validate that solutions meet business needs and requirements. * Ensure that all deliverables meet the highest quality standards and comply with organisational standards and industry best practices. * Support reviews and walkthroughs of business requirements and functional specifications with stakeholders and project teams. * Analyse and document business processes, identify inefficiencies, and recommend solutions to optimize performance and enhance productivity. * Support activities and initiatives to streamline workflows, reduce costs, and improve overall business operations. * Utilise data-driven analysis to support decision-making and provide actionable insights.   **Continuous Improvement & Innovation:**   * Stay current with industry trends, emerging technologies, and best practices in business analysis and project management. * Promote a culture of continuous improvement by identifying opportunities for innovation and implementing best practices. * Be an active participant in the Analysis practice as well as the wider change practice of the organisation through the development and refinement of business analysis methodologies, tools, and templates.   **Principle contacts/working relationships**   * IT Senior Leadership: To establish strong working relationships in order to collaborate across IT, remove impediments and deliver successful outcomes for customers and colleagues. * Testing: To engage with Test Leads to drive traceability of design and prototype requirements through Testing Plans and Solution Design to verify the business need will be met. * IT Governance: To engage with governance to ensure compliance and security are considered in all business design solutions. * Programme/Project sponsors and teams: To report status, risks / issues / dependencies to senior sponsors, up to Board of Management level. * External Suppliers and Partners: To manage ongoing relationships with strategic consultancy partners and other key services. * Wider Business: to work collaboratively with fellow Analysts, and leaders across all teams within MIB, business stakeholders and subject matter experts of varying levels to ensure effective delivery whilst building a culture of collaborative engagement and ownership. |

| Role requirements |
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| **Essential**   * Significant experience in a Business Analyst role with the capability to Lead Analysis components across multiple, unrelated projects, Products or Programmes. * BCS Diploma or relevant certifications in Business Analysis. * Demonstrable strong customer insight-driven design thinking across a diverse range of projects. * Curious, consultative, self-starting, collaborative, empathetic, helpful, challenges the status quo, resilient, and eager to learn * Highly independent, confident and flexible 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. * Deep understanding of Product Management, Waterfall/Agile ways of working including user story writing, backlog management and acceptance criteria definition. * Strong aptitude to effectively manage and leverage stakeholders * Experience of working within/with Product; with some knowledge of Product Management and Agile ways of working including user stories writing, backlog management and acceptance criteria creation * Have a deep understanding and appreciation of digital development and technology * Significant experience of working with external suppliers / 3rd parties. * Confident working in multidisciplinary design, technology and consulting teams. * Empathy, intellectual curiosity and openness to learn and excited by change and learning. * Have significant written and oral communication skills with the ability to present complex data and arguments in a way that is accessible to everyone. * Have a tenacious approach with focus and determination to get the job done effectively, overcoming any difficulties that may be encountered. * Display a significant level of motivation, flexibility, drive and personal commitment. * Excellent negotiating and influencing capabilities, demonstrable at all stakeholder levels   **Desirable**   * Good understanding of UX and digital design practices e.g. design systems, usability testing etc. * Experience within lean and human centred innovation as well an appreciation of business rigour. * A quality of visual design and communication that is engaging and impactful delivered through tools such as Azure, Balsamic * Previous experience in Insurance Services, and/or a Data driven organisation with third party suppliers or B2B and B2C services. |