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.
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| 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.
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| 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.
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