

Role: Business Analyst, international radio (grade 8)
Division: Design and Engineering
Department: Radio and Music product
Based in: London (split between W1 and W12)
Reports to: Senior Product Manager

Contract type: 12-month FTC or attachment

ORGANISATION AND CONTEXT

BBC World Service English broadcasts a news-rich network to audiences around the world, via direct radio broadcasting, FM partner stations and increasingly on digital and social platforms. The audience of more than 66 million people is curious about the world, increasingly connected and with a younger profile than the main domestic radio stations. Programmes include news, business, sport, documentaries, human interest, science and arts programmes plus programmes which reflect the needs of a digital-first audience such as Trending, World Hacks and Crowdsience.

As part of the World2020 investment from the Foreign Office, World Service English has received significant additional funding – and been set a target of reaching an extra 10.7 million people a week by 2020.

World Service English, and to a lesser extent radio News in other languages provided by World Service, is an anomaly within the BBC. Editorially, it is managed by News. Technically, it uses the products and platforms provided by Radio and Music for domestic output (for example, iPlayer radio on web and app, /programme pages etc).

The purpose of this role is to understand how R&M products, built initially for UK audiences, can be adapted or extended to support World Service. In part, this will entail thinking about how radio distribution on digital platforms can serve audiences in markets where internet access or affordability are barriers to consumption.

The role is funded by World 2020 programme and is based in R&M product, but will work closely with WS Editorial, WS digital development, Audiences and business development.

KEY RESPONSIBILITIES

REQUIREMENTS AND TECHNOLOGY

- Provide requirements process expertise to align products with BBC World Service strategy and objectives.
- Evaluate & incorporate into the requirements relevant user and audience research.
- Support Product Management in the development of business case and product strategy and direction.
- Validate requirements via data collection and analysis
- Provide significant contribution to Product Management team, in an impartial, facilitator and delivery focused capacity.

- Partner with stakeholders in World Service to define and develop product requirements that ensure the BBC's products for Radio are relevant and competitive in international markets.
- To partner with architects and engineers to align requirements with appropriate technology and architecture.
- Provide competitor review and analysis, and other papers and presentations of data which contribute to the definition and evaluation of products.
- To be at the forefront of emerging technologies for digital distribution in developing markets, and how BBC can take advantage of them to grow its reach.

DELIVERY

- Gather, define, and prioritise technical product features and requirements as aligned with the product strategy and roadmap.
- Analyse and document business processes, in order to appropriately preserve existing workflow or model new workflow that supports media production.
- Documentation of user stories in an appropriate format for both technical and non-technical stakeholders.
- Communicate and present requirements and solution specifications to stakeholders and delivery teams. Gain approval and sign-off on documents and solutions as appropriate.
- Run and facilitate workshops with multiple stakeholder groups.
- Understand organisational structure and collaborate with delivery teams to ensure the delivery of the product to a high standard, and within agreed timescales and budget
- Support, facilitate, or execute acceptance tests, ensuring the delivered solution meets the business requirements and agreed quality criteria.

POST DELIVERY / MAINTENANCE:

- Gather, analyse, and report usage data or other such relevant data in support of measuring the performance of the product.
- Be responsible for maintaining the accuracy of requirements as they change over time.
- Be accountable for continuous improvement of the product; identifying improvements and enhancements, and communicating to the product team.
- Monitor, summarise, and report feedback from the user base or audience, as well as media or industry comment or feedback.

RELATIONSHIP MANAGEMENT AND COMMUNICATION

- Develop relationships with pan-BBC and external stakeholders, delivery partners, and suppliers.
- Identify and create opportunities for collaborative working.
- Support multidisciplinary project delivery teams, including mentoring and development of staff.
- Clearly communicate the product strategy, plans, objectives and performance measures, progress against plans and budget to all interested and invested parties – tailoring communication as appropriate to ensure relevance to the audience.

ESSENTIAL KNOWLEDGE & EXPERIENCE

1. Strong business analysis experience in a new media software delivery environment.
2. Strong experience using data to help make product decisions

3. Significant business analysis experience in a variety of sectors, with focus on requirements gathering, data analysis, and business process analysis.
4. Strong understanding and experience of business analysis skills, techniques, and practices.
5. A good understanding of global digital audiences and the challenges faced by consumers in developing markets
6. Experience communicating concepts and ideas to technical and non-technical stakeholders at all levels within organisations, including oral and written presentations, proposals, specifications, and reports.
7. Good understanding of the global market landscape for digital media products, including consumer attitudes and interaction.
8. Good understanding of the relevant technologies and practices e.g. client- and server-side technologies, new media technologies and platforms, project management and software engineering processes and practices.
9. Experience working within multi-disciplinary teams delivering software projects within a variety of methodologies (particularly Scrum/Kanban and/or Behavioural Driven Development).
10. Proven ability to influence decision-making at all levels within an organisation, and in a variety of contexts.
11. Ability to simplify complex problems into component parts and evaluate systematically.
12. Evidence of problem solving and providing creative solutions.

DESIRABLE KNOWLEDGE & EXPERIENCE

1. A strong interest in radio and news products in diverse international markets, and content output.
2. Experience in and knowledge of data-driven web publishing, social networking and community sites and technologies, audio and video streaming, mobile and TV platforms, content management systems, and broadcast systems.
3. Working knowledge of BBC World Service output in English and local languages; editorial, compliance, and regulatory issues for the BBC
4. An understanding of the BBC's internet infrastructure would be an advantage.
5. Experience using Confluence (wiki), Jira (ticket management) and DAX (analytics) would also be an advantage.

COMPETENCIES

Planning and organising - able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.

Communication - able to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.

Influencing and persuading - able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

Managing relationships and team working - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.

Resilience - manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.

Flexibility - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.

Creative Thinking - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

Analytical thinking - able to simplify complex problems, processes or projects into component parts explore and evaluate them systematically.