

<b>Job title</b>	<b>Senior Business Analyst</b>		
<b>Job family</b>	<b>Business Analysis</b>	<b>Proposed band</b>	<b>D</b>

### Job purpose

To undertake the business analysis function within Design & Engineering ensuring that business requirements and processes are fully understood and clearly documented. To champion business analysis best practice and mentor junior members of the team. Senior business analysts are capable of providing structure to all phases of delivery work. Defining and shaping the initiation and discovery, understanding the alignment of a wide range of programmes, projects and products across the BBC both tactically and strategically. They work closely with the development, production, business, supplier and technical delivery teams both internally and externally, to ensure that the BBC's investment and the solutions delivered, realise true benefit. The senior business analysts are responsible for interpreting and analysing research information and data to gain business insight, challenging the status quo, make recommendations and drive sound decisions.

### Key responsibilities and accountabilities

- Creating the plan and structure to elicit requirements gathering and management. Articulating user, business and technical requirements, (both functional and none functional) documenting accurately, removing ambiguity, to ensure all requirements are valid and traceable that contribute to a business case and solution delivery
- Collaborate and interact with multi-disciplined teams for initial feasibility study, solution design, business justification, to ensure there is a clear understanding of the “why” and the “what” change is being proposed
- Build and maintain strong business relationships with all stakeholders and new contacts, to develop business system and domain knowledge and share across the team
- Advise on the implementation of strategy and identification of technical options within business areas, using research information to inform and drive business decisions both short and longer term
- Acquire and maintain an in-depth knowledge of existing business processes and systems, to identify areas for potential process improvement
- Identify business risk and issues and detail business impact creating mitigation plans, include any handover or operational early life support for a smooth transition
- Work closely with Project and Product management teams with the purpose of providing analysis updates, removing task blockers to facilitate business or technical decisions in the BBC's best interest
- Work with business areas to define, manage and plan business benefits, creating benefits maps and introducing measures to baseline, track and report progress against targets, to measure performance and value

### Knowledge, skills, training and experience

**Essential**

- Degree in Business Management , Enterprise IT or other relevant field, or equivalent experience
- Deep knowledge of business and data analysis tools and techniques such as: requirements engineering, structured analysis and design, process mapping and component business modelling, business process re-engineering
- Proven communication skills both written and verbal using a variety of methods, the ability to get the message across and relative to the audience
- Manages professional relationships, listens, encourages discussion and promotes two way communication
- Comprehensive knowledge of project lifecycle delivery as a business analyst in a technical environment
- Comprehensive knowledge of technical product management and development methodologies, underpinned by strong software design principles
- Experience of a variety of project management methods both iterative and waterfall, applied in business to business, or business to consumer solutions
- Ability to simplify complex problems, processes or projects into component parts and be able to explore them systematically
- Strong planning and organisational skills, able to juggle competing priorities and take the appropriate course of action
- Has high levels of resilience, able to take input and run with a task, works on own initiative, can direct others

**Desirable**

- ECBA Level 1 and/or CCBA Level 2 or equivalent experience
- BCS CBAP or equivalent formal qualification in business analysis
- Considerable experience gained within a media or similar multi-national organisation
- Problem solving, with both tactical and strategic thinking
- Workshop design and facilitation
- Commercial focus, proven influencing, negotiation and conflict management skills with the ability to engage at all levels
- Subject matter expert in a technology area

**Job impact**

***Decision making***

- *Reports to the Lead Business Analyst*

- *Regularly review the strategic roadmap and business objectives to ensure that system and process change requirements align with those published. Identify any potential deviations and escalate as appropriate*
- *Frequently define and document the terms of reference for business and data analysis delivery*
- *Project and product assignments will be primarily within delivery teams. Assignments will be less prescribed and may need further definition and structure working together with the relevant product or project sponsor*
- *Engage with 3<sup>d</sup> party suppliers to research, compare and contrast product feature sets offered to make informed business recommendations, liaising with relevant commercial, procurement and legal team experts as required*
- *Collaborate with the Information Security team to ensure all business and technical proposals adhere to information security policies*
- *Business analysis assignments will primarily have a pan BBC focus with programmes, projects and products of a challenging nature. This will involve collaboration with multiple business stakeholders and technical and/or media industry experts*

**Scope**

*Finance: Contribute to aspects of budget planning, including resource profiling and effort estimation to build future sound business cases*

*Line Management: There is no responsibility for line management. May mentor Junior Analysts*

*Ad-hoc Teams: Participates in, and or leads ad-hoc teams on small and large projects*

<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content

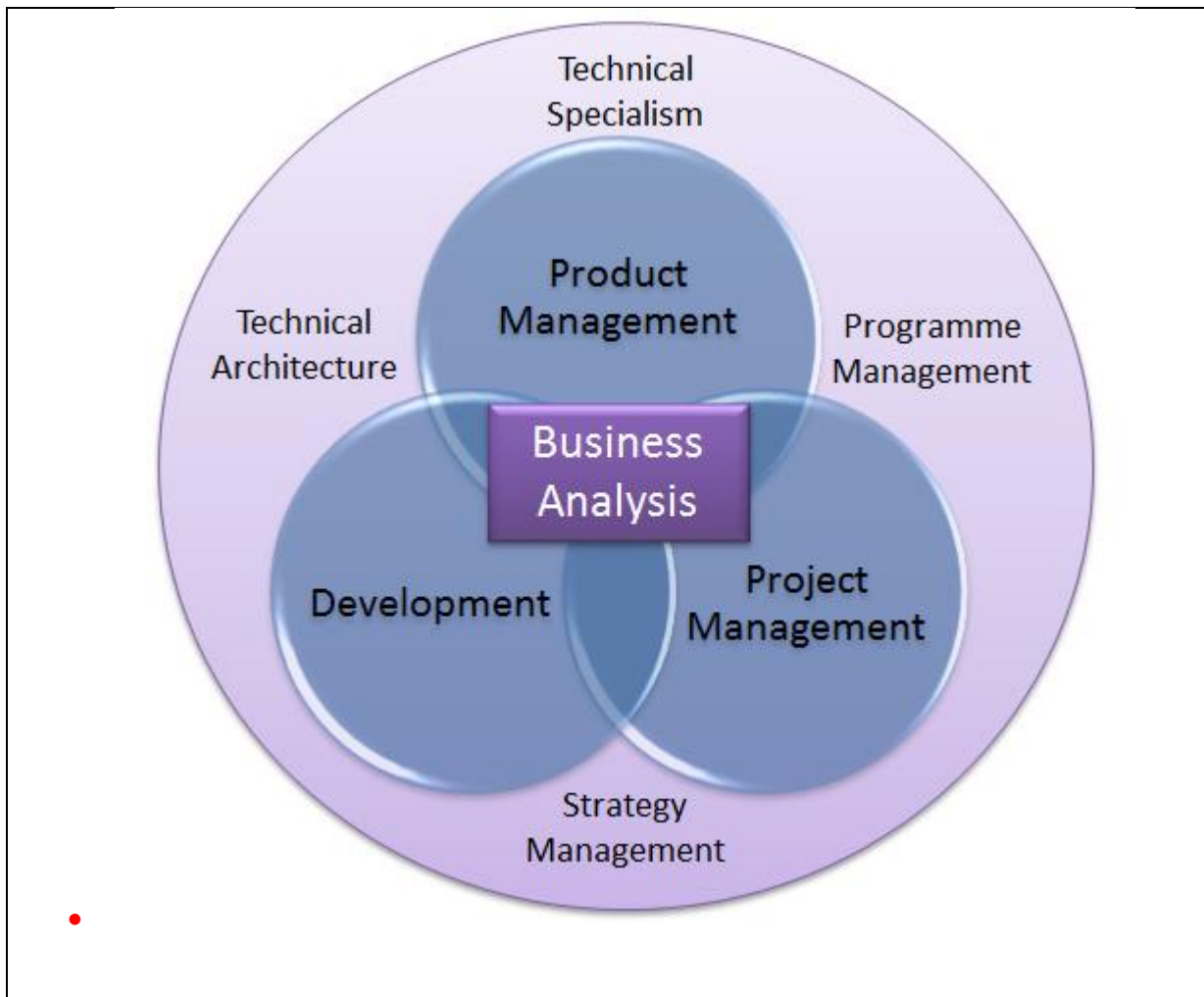
*This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.*

**Appendix**

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

<b>Division</b>	<b>Design &amp; Engineering</b>
<b>Reports to (title)</b>	<b>Senior Product Manager</b>
<b>Location base</b>	<b>Salford</b>

<b>Organisation structure</b>	
-------------------------------	--



**Additional job specific responsibilities and accountabilities**

**Context**

The BBC Platform Universal Content team builds & operates the back-end services that power the BBC's iPlayer, News, Sport and other online audience facing products.

Our mission is to craft a simple & coherent set of capabilities that allow internal and external developers to build innovative and high scale digital products, rich with BBC content.

Our service includes comprehensive metadata for all BBC TV and Radio programmes, all our

Audio & Video, and our News & Sport articles.

The department consists of Software Engineers, Engineering Managers, Project Managers and Product Managers. We use our knowledge and experience of working with audience-facing products, new and emerging technologies, combined with creativity and collaboration across the BBC's content divisions, to create innovative digital products and services which help to deliver reach, quality, impact, and value for the BBC.

We are required to collaborate very closely with other products within the BBC Platform including Media Services and Editorial tools in order to deliver end-to-end solutions.

### **Who we are looking for**

You will be comfortable in learning how many complex systems interact to deliver BBC content. You will ensure that the impact of any proposed changes on these other systems is understood and you will work with other teams across the BBC in ensuring that the end-to-end requirements across multiple systems have been considered.

You will have experience of Agile working in both non-technical and technical domains and be proficient in documentation of requirements and other analysis to be communicated across different levels within the organization.

You may already have worked in the media/publishing industry or have experience of adapting quickly to new environments.

Stakeholders are spread across the BBC's Salford, Glasgow and London offices so being comfortable with the challenges of remote working and being happy to undertake a reasonable amount of travel would be essential.

The BBC is constantly seeking to improve its systems and services, which results in a constant and high rate of change. You will want to thrive in this environment and be keen to contribute new ideas and methods.

You will have experience of working independently and taking responsibility for the areas of work assigned to you and be comfortable in standing in for the product manager and representing the product as required.

You will also demonstrate a collaborative approach to your work and be able to demonstrate that you can build strong working relationships across stakeholder groups.

**Approval**

## JOB DESCRIPTION



<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	