

Job title	Senior Business Analyst		
Job family	Technology, Systems & Delivery	Band	D

Job purpose

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, making recommendations and promoting 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 non-functional) documenting accurately, removing ambiguity, to ensure all requirements are valid and traceable, contributing to a business case and solution delivery
- Collaborate and interact with multi-disciplined teams for initial feasibility study, solution design and business justification to ensure there is a clear understanding of the “why” and the “what” change is being proposed.
- Build and maintain good 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 knowledge of existing business processes and systems to identify areas for potential process improvement.
- Identify business risk and issues; 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, providing analysis updates and pro-actively seeking to remove 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, tracking and reporting progress against targets to measure performance and value.

Knowledge, skills, training and experience

Essential

- Degree in Business Management, Enterprise IT, other relevant field or equivalent experience.
- Thorough 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.
- Communication skills - both written and spoken - 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

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.

Other information	
For Reward team use only	
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.

Senior Business Analyst - Appendix

Job Introduction

The BBC Search and Navigation Team helps BBC audiences discover the best and most personally relevant BBC content from across the whole BBC.

The Search Team provides the search system used to find iPlayer, Sounds, News, Sport, Bitesize, CBBC and CBeebies content on TV apps, the web, mobile apps and voice devices. There are more than 55 million hits on our APIs each week — search is one of the key ways people find content across the whole of BBC Online. It’s a really exciting time to join us because we’re making big improvements as we aim to be the best way to find BBC content for any individual in any context. We’re improving the quality of the search results through search relevancy tuning, improved data analytics and working closely with product and editorial teams across the organisation.

The Navigation Team is improving the BBC Navigation experience for millions of users who access our services each week, through online, apps and iPlayer. Our aim is to create the best user experience for navigating around the BBC site, using data that we can feedback into our Search system and other products across BBC Online. The Navigation Team is also responsible for the collection of web analytics, metrics, and the underlying data models that enable effective analysis to be performed. This data is used to support our product management and editorial colleagues in the creation of personalised experiences that audience members will want to come back to.

Main Responsibilities

- As a Senior Business Analyst in the the Search and Navigation Team, you will translate the product vision and objectives into clearly defined development tasks, and fine tune requirements with developers, testers, technical architects, editorial teams, data analysts, and UX so they’re clear, accurate, actionable and measurable.
- You will create the plan and structure to elicit requirements gathering and management — articulating technical, business and user requirements (both functional and non-

functional), documenting accurately and removing ambiguity to ensure all requirements are valid and there is a clear understanding of the why, what, and value of the work.

- You should be able to identify and validate user acceptance criteria, working from business requirements, solution design and test strategy, to collaborate with the wider development and test teams and agree the final acceptance criteria.
- You will play a leading role in helping the team deliver value quickly, mitigate risk and hit quarterly objectives by identifying priorities and planning and managing workload.
- You will work with Product and Delivery Managers to help create estimates for tasks and plan out the order and sequence of work.
- A strong communicator, you will build and maintain strong business relationships.
- Passionate about the business analysis discipline, you are keen to promote the profession within the department and more widely across the business, supporting more junior members of the BA team as appropriate.

Are you the right candidate?

- Extensive and relevant new media experience/domain knowledge in an agile deadline-driven environment.
- Comprehensive experience and knowledge of project lifecycle delivery as a business analyst in a technical environment.
- Demonstrable, comprehensive knowledge of technical product management and development methodologies.
- Experience of user-facing products, back-end systems, and integration projects.
- Experience of working as part of, and taking a leading role in, a multi-disciplinary team, working closely with developers.
- (Desirable) Experience with search relevancy tuning, corpus linguistics or machine learning.
- (Desirable) Experience of building software platforms, APIs and scalable services.