**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job title</th>
<th>Senior Business Analyst</th>
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<tr>
<td>Job family</td>
<td>Technical Systems &amp; Delivery</td>
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<tr>
<td>Grade</td>
<td>9</td>
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<tr>
<td>Location</td>
<td>BBC North, Salford</td>
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**Job purpose**

Business Analysis provides a key function in the BBC’s multi-disciplinary Design and Engineering teams that are responsible for defining and delivering digital products.

Working as part of the agile delivery team responsible for the delivery of the BBC’s Interactive TV portfolio, this role is responsible for effective requirements analysis and creation throughout the delivery lifecycle. Requirements elicitation, workshop facilitation and collaboration between teams are a key part of this role.

The Senior Business Analyst works with other business analysts, product managers, editorial staff, project managers and agile delivery teams to help define the next generation of the BBC’s digital products. This role has line-management responsibility for three Business Analysts.

**Key responsibilities and accountabilities**

- Collect, understand, and communicate the business requirements for products, projects, and features, translating these into user stories and acceptance criteria.
- Support product owners in defining the product and feature requirements.
- Elicit, analyse and document processes to define existing workflows or model new workflows that supports the product definition.
- Facilitate workshops including delivery and product teams to expose stories, identify acceptance criteria and construct release backlogs.
- Manage the release backlog and work with delivery teams to keep it up to date and ready for sprint planning.
- Work with project managers & delivery team to estimate backlog items and ensure optimal flow through the delivery process.
- Collaboratively define acceptance criteria with the product managers, the software development teams and test engineers, ensuring the delivered solution meets the business requirements.
- Collaborate with project managers and delivery teams to ensure the delivery of the products and new features to a high standard, and within agreed timescales and budget.
- Help to shape and define team practices and processes to continually improve agile ways of working.
- Be at the forefront of emerging technologies and understand their relevance to the product, BBC and its diverse audience.
- Research and interpret consumer usage and industry consumer trend data to contribute to the development of product solutions.
- Gather, analyse, and report on audience usage data to benchmark and measure the
performance of the product.

- Evaluate and investigate product solutions using a range of approaches, including researching competitor products and other BBC services.

## Knowledge, skills, training and experience

### Essential

- Demonstrable experience of working in multiple methodologies such as Agile and other iterative development methodologies
- Demonstrable experience of using relevant documenting & diagramming techniques such as Use Cases, User Stories, User Journeys
- Ability to simplify complex problems, processes or projects into component parts and be able to explore and evaluate them systematically.
- Experience of deadline driven environment with rapid release cycles.
- Quickly understands business requirements and technical challenges on a project
- Demonstrable experience of requirements documenting for various audiences - both technical & non-technical
- Takes strategic direction from product managers and is able to work autonomously to deliver the required artefacts
- Understanding of relevant technologies, especially data analytics tools, linked data, web and mobile application frameworks
- Understanding and experience of business analysis skills, techniques, and practices with an eye for detail.
- Will work collaboratively with stakeholders and stay open to ideas/suggestions from others.
- Understanding of relevant technologies, especially online application projects.
- Be at the forefront of emerging technologies and understand their relevance to the product, BBC and its diverse audience
- Proven experience of team management, leadership and mentoring

### 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 skills, with both tactical and strategic thinking
- Workshop design and facilitation experience
- 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 Executive Product Manager
- Is able to deputise for Product Managers - where required - to both define requirements or to take decisions on changes to scope during delivery
- Find and use data to support and challenge decision-making
- Required to communicate novel and complex ideas and/or information to internal and external customers and suppliers

Scope

Finance: Supports the management of product development within budget available
Line Management: Manages three Business Analysts
Ad-hoc Teams: Collaboration with other Business Analyst(s), and other Product Managers in order to define and communicate cross-product requirements and dependencies

Other information

For Reward team use only

Job Code

Definition: Content / Content Support / Support

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

Specific responsibilities and accountabilities

Specific Remit

Reporting to the Executive Product Manager – and working with other business analysts as well as delivery and engineering colleagues, the Senior Business Analyst supports Product Managers and Senior Product Managers to drive the evolution of these products in line with defined business goals.

This role supports the BBC’s portfolio of Interactive TV products and services (excluding iPlayer), with responsibility for the following:
• Delivery of BBC Red Button products (both Internet-connected and via Broadcast)
• In partnership with Product Teams from the respective divisions, Delivery of BBC News and BBC Sport propositions for Connected TV
• Delivery of underlying capabilities for the BBC’s Interactive TV services
• Delivery of Interactive capabilities to support Distribution of BBC linear content on Television

**Fit for the role**
The ideal candidate will have significant experience of working in vibrant, self-organising agile product development teams delivering continuous product evolution and enhancement.
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<th>Approval</th>
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<tr>
<td><strong>Manager</strong></td>
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<tr>
<td>Ian Davies</td>
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<tr>
<td><strong>HR Business Partner</strong></td>
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<tr>
<td>Rachel Avenell</td>
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<td><strong>Date</strong></td>
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<td>9th November 2016</td>
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