

<b>Job title</b>	<b>Business Analyst</b>		
<b>Job family</b>	<b>Technical Systems &amp; Delivery</b>	<b>Proposed band</b>	<b>D</b>

**Job purpose**

*Business Analysts ensure that business requirements and processes are fully understood and clearly documented. They are responsible for the initiation, discovery, definition and shaping of a wide range of products and projects across the BBC. Working closely with production, business delivery and supplier teams both internally and externally, Business Analysts ensure that the BBC’s investment and the solutions delivered realise true benefit. Business Analysts are responsible for interpreting and analysing research information and data to gain business insight and drive sound decisions.*

**Key responsibilities and accountabilities**

- *Take ownership of gathering and articulating user, business and technical requirements (both functional and non-functional), documenting accurately, to ensure all requirements that contribute to a business case and solution delivery are valid and traceable*
- *Collaborate and interact with multi-disciplined teams for initial feasibility study, solution design and business justification to ensure there is a clear understanding of “what” change is being proposed and “why”*
- *Advise on the implementation of strategy and identification of technical options within business areas, using research information to inform and drive business options and decisions*
- *Acquire in-depth knowledge of existing business processes and systems, documenting process models and task analysis, to identify areas for potential process improvement*
- *Identify business risk and issues, and detail business impact for mitigation plans, including any handover or operational early life support for a smooth transition*
- *Build and maintain strong business relationships with all stakeholders and designated contacts, to share business system and domain knowledge*
- *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 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*
- *Comprehensive knowledge of business and data analysis tools and techniques such as: requirements engineering, structured analysis and design, process mapping and component business modelling, and business process re-engineering*

- *Select different business analysis techniques appropriate and relevant to delivery scope drawing on applied expertise*
- *Strong written and verbal communication skills; the ability to get the message across and relate to the audience*
- *Ability to effectively manage professional relationships; listening, encouraging discussion and promoting two way communication*
- *Comprehensive knowledge of project lifecycle delivery as a Business Analyst in a technical environment*
- *Develops and creates project plans and is able to clearly articulate roles, accountability, project goals, and timelines.*
- *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*
- *Establish responsible deadlines and personal work plans and manages time effectively*
- *Ability to simplify complex problems, processes and 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*
- *High resilience, able to take input and direction to then run with a task, working on own initiative*

### **Desirable**

- *ECBA Level 1 and/or CCBA Level 2 or equivalent experience*
- *BCS CBAP or equivalent formal qualification in business analysis*
- *Previous experience within a media or similar multi-national organisation*
- *Problem solving, with both tactical and strategic thinking*
- *Workshop design and facilitation*
- *Awareness of information security and ensuring that all business and technical proposals adhere to information security policies*
- *Commercial focus, proven influencing, negotiation and conflict management skills with the ability to engage at all levels*
- *Good understanding of financial planning and forecasting*
- *Subject matter expert in a technology area*

### **Job impact**

#### **Decision making**

- *Reports to the Lead Business Analyst or Executive Product Manager*
- *Develops and works to a defined terms of reference for business and data analysis delivery*
- *Regularly reviews the strategic roadmap and business objectives to ensure that system and*

*process change requirements align with those published. Identifies any potential deviations and escalates, as appropriate*

- *The project and product assignments will be allocated via the management team as per business priority and objectives. Assignments will be updated and reviewed with your relevant team lead and/or line manager, using a variety of formats both verbal and written*
- *Business analysis assignments will be of differing project and product complexity. They will involve collaboration with multiple business stakeholders and technical and/or media industry experts*
- *May be required to engage with 3<sup>rd</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*
- *Expected to collaborate with our information security team to ensure all business and technical proposals adhere to information security policies*
- *Uses both internal and external data and stakeholder analysis evidence to provide clear technical and business direction*
- *Decisions and actions will have a short/medium/long-term impact on the achievement of department/division/corporate objectives depending on the complexity of the assignment*
- *Proposed "To Be" option solutions will have an impact on technology capability, process or workflow improvement and will benefit both back end services and systems and those consumed by the audience.*

**Scope**

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

*Line management: There is no direct responsibility for supervision - works as part of an ad-hoc technical analysis team*

*Ad-hoc teams: Regularly participates in multi-disciplinary ad-hoc teams on small or large projects - may lead ad-hoc teams during the 'define and shape' phase*

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

*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>Voice &amp; Conversational Interfaces</b>
<b>Reports to (title)</b>	<b>Lead BA</b>
<b>Location base</b>	<b>Salford/London</b>

<b>Organisation structure</b>
<p>Voice and Conversational User Interfaces are the new frontier in interaction with internet services. From Alexa to Siri, Google Assistant to Cortana, the way we interact with the internet is changing, and fast. Assistants are rapidly becoming a part of everyday life for millions of our consumers and are now the fastest growing medium for interaction with the internet. Our mission within the newly formed BBC Voice and Conversational Interfaces team is to shape interaction with the BBC at both an audience and organisational level through these assistants, and pioneer new formats and technology that bring the BBC to life in an artificial intelligence first world. It's exciting stuff.</p> <p>You will be working with our product, editorial and engineering teams from across the business to build the BBC's content offering and interaction model to all 3rd party voice assistants, in addition to working with our platform colleagues to develop the technology platforms that will power the BBC as we evolve in to an AI first digital world.</p>

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Understand &amp; help to maintain vision across the whole team and be aware of the end goal for the solution and work towards it. Act as the customer advocate.</li> <li>• Lead requirements gathering sessions with various groups of stakeholders.</li> <li>• Facilitate decision making with stakeholders and the development team. Includes conversations about scope, about the detail of individual requirements and bigger picture approaches to the solution, and about providing clear options.</li> <li>• Work closely with Product Managers and stakeholders to collect, understand, organise and document the business requirements (both functional and non-functional) for products, projects and features, translating these into written specifications, user stories, scenarios and features.</li> <li>• Identify, analyse and document business processes &amp; workflows. Identify opportunities for streamlining and improvements.</li> <li>• Assist stakeholders with process of prioritising requirements and tasks.</li> <li>• Communicate &amp; present requirements to stakeholders and delivery team.</li> <li>• Be comfortable communicating technical issues to the client in a way that makes the business impact clear.</li> <li>• Communicate project issues so there is an understanding of the problem and the options for how it would be solved.</li> <li>• Investigate and evaluate solutions using a range of approaches, including researching competitor products, commercially available solutions, other BBC products and services.</li> <li>• Support, facilitate, or execute acceptance tests, ensuring the delivered solution meets the business requirements and agreed quality criteria</li> <li>• Collaborate and interact with delivery teams contributing to the definition and delivery of</li> </ul>

*the product and supporting processes/workflows to a high standard, within agreed timescales and within budget.*

- *Gather, analyse, and report usage data or other such relevant data in support of measuring the performance of products.*
- *Be at the forefront of emerging technologies and understand their relevance to the product, BBC and its diverse audience.*

### *The Ideal Candidate*

#### *Essential*

- *Business analysis experience working in a Agile software delivery environment such as Scrum and/or Kanban.*
- *Understanding and experience of business analysis skills, techniques, and practices with an eye for detail.*
- *Ability to simplify complex problems, processes or projects into component parts explore and evaluate them systematically.*
- *Requirements documenting for various audiences - both technical & non-technical.*
- *Facilitate decision making with stakeholders, product, designers and the development team.*
- *Able to effectively manage expectations of stakeholders.*
- *Where appropriate make product decisions based on qualitative research, quantitative usage data, or predictions of either.*
- *Demonstrable experience of using relevant documenting & diagramming techniques such as BDD features and scenarios, UML, Domain Models, Process Flow, Use Cases, User Stories, User Journeys.*
- *Experience of working in a deadline driven environment with rapid release cycles.*
- *Working collaboratively with stakeholders and other areas of the BBC and stay open to ideas/suggestions from others.*
- *Understanding of relevant technologies, especially online application projects.*
- *Experience of using standard business software tools e.g. spreadsheets, documentation, presentation packages.*

#### *Desirable*

- *Experience working with a Voice device related products*
- *Understanding of the BBC's policies on developing products and services for editorial teams*
- *Experience of working with analytics tools*