

**Senior Business Analyst**

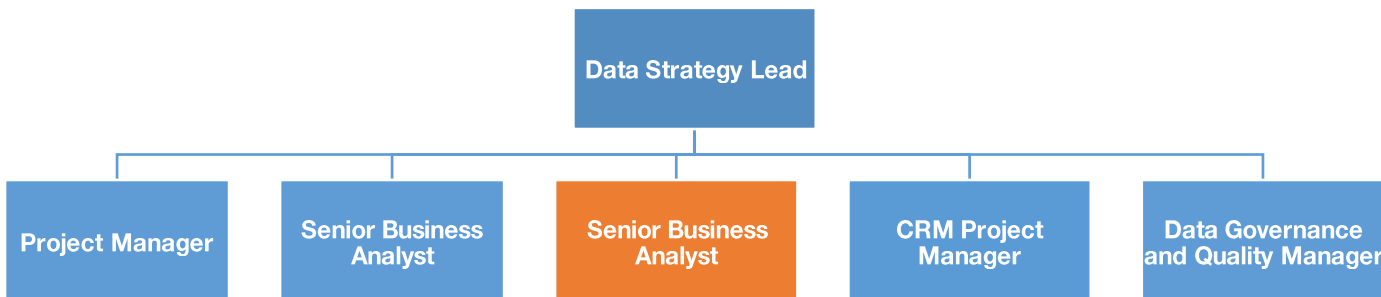
<b>DIRECTORATE:</b>	Corporate Services
<b>SECTION:</b>	Better Data Programme
<b>REPORTING TO:</b>	Data Strategy Lead
<b>CONTRACT:</b>	Fixed term (2 years)

**OVERALL PURPOSE OF THE JOB**

Diabetes UK is bringing people together to work in partnership in order to support those living with diabetes, prevent Type 2, make research breakthroughs in diabetes and ultimately, find a cure. In order to achieve this mission, effective capture, management, cleaning and enhancement of our data is essential. Over the last few years the charity has grown and with it the amount of data we process, its complexity and the number of sources data is received from. And the need for our services has never been stronger. We face unprecedented challenges in managing our data effectively and ensuring we can manage our customer-facing activity securely and effectively across our dispersed workforce.

At the heart of our upcoming strategy lies the need to unlock our data, move to more efficient ways of working and deliver excellent customer experience. This is an opportunity to help us achieve the goals of our Data Strategy by acting as a senior business analyst within our fast-paced Better Data Programme, driving forwards our programme of moving to new tools which better suit our organisational needs.

You will be responsible for engaging stakeholders across the business to understand system, process and data requirements and agree and implement solutions. This is an exciting and high profile role with the opportunity to drive real changes to ways of working within Diabetes UK, and help us build better relationships with those who benefit from our services, and those who support us to achieve our goal of a world where diabetes can do no harm.



## **WORKING RELATIONSHIPS:**

### **Inside Diabetes UK**

- Data Strategy Lead
- Project Managers
- Process and product owners throughout the organisation
- Information Technology Team including our Senior Data Engineer and developers
- Data Governance and Quality Manager
- Digital Team including Digital Architects
- Information Governance team
- Better Data Programme Board Members and Working Groups
- Other Business Analysts across the organisation

### **Outside Diabetes UK**

- Business analyst experts in the charity sector and beyond

## **MAIN DUTIES AND RESPONSIBILITIES:**

With a skilled and confident programme team around you, you will be responsible for working with business stakeholders to define business needs and support CRM projects from the scoping stage all the way through to launch. You will be liaising with suppliers, business change leads, testing specialists, and data governance and quality leads as well as wider business stakeholders to ensure we deliver an excellent product which drives forwards our ability to provide excellent customer experience to our audiences.

The Senior Business Analyst role is responsible for:

- Working with key stakeholders, users and subject matter experts to elicit and document needs, constraints, concerns and risks.
- Gathering and documenting user requirements and advising on technical considerations
- Preparing business requirements, documenting 'as is' and 'to be' processes and delivering process flows
- Developing functional and non-functional requirements for assigned projects
- Define the systems design in order to fulfil requirements
- Completing the documentation, analysis and design of proposed solutions
- Performing cost-benefit analyses to determine whether requirements are best met by new or existing systems or processes
- Supporting the project team throughout the project lifecycle; acting as an integral part of the team and working with multiple stakeholders.
- Interfacing with design and implementation developers, so any problems arising during design or implementation can be resolved in accordance with the fundamental design concepts and user needs
- Generating a set of acceptance test requirements, together with developers and users, which determine that all high-level requirements have been met
- Ensuring all documentation is accurate and sufficient and any changes to requirements are properly managed and communicated to all relevant parties
- Developing a deep understanding of the information architecture for customer data across the charity to be able to identify opportunities for improvement and to understand the impacts of new ideas the charity may wish to adopt
- Facilitate decision making in projects that will often link directly to key strategic goals with cross-organisational priorities
- Ensure that appropriate validation and data quality assurance processes are developed, implemented and maintained, as well as developing more robust processes
- Ensure good governance by employing industry recognised change control procedures

- Identifying and recommending improvements to organisational processes, specifically related to business analysis
- Provide direction and guidance for junior business analysts assigned to project teams as well as working with other senior business analysts to define the best solutions
- Embrace Diabetes UK volunteering activities through involving volunteers in your work and your own participation in volunteering opportunities throughout Diabetes UK
- Undertake other work as may be required to help ensure the success of the programme

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- **Business analysis:** Understand technical aspects of business analysis frameworks, value cycles, business processes, business requirements and UAT methodologies. Confidently call on knowledge of business analysis techniques including use-case modelling, CATWOE, standard business process mapping.
- **Technical skills:** Easily navigate and mediate between business and technical requirements and be able to translate business asks into structured functional and non-functional requirements in a CRM environment. You can clearly illustrate data design problems and present technical solutions using a range of technologies.
- **Project management:** You can work to tight deadlines and juggle multiple projects within wider programmes of activity with high levels of dependency. You can manage several workstreams simultaneously, as an organised person who can keep perspective while showing great attention to detail. Effectively manage your own workload and identify and resolve project risks so delivery timelines are met.
- **Confidently manage stakeholders in matrix teams:** You can integrate well into a team and build relationships with stakeholders at all levels of an organisation. You are able to confidently identify stakeholders, engage and motivate them to contribute to the project at hand.
- **Communication skills:** You are able to communicate with technical and non-technical stakeholders, deliver training and guidance, and facilitate discussions within a multidisciplinary team with potentially challenging dynamics. You know how to manage different perspectives. You can lead and develop relationships with stakeholders at all levels of the business, to engage, challenge and influence others, including motivating others to engage with the programme.
- **Create project documentation and clear written communications:** You can create high quality written outputs for a wide range of audiences, from technical experts to front-line teams and stakeholders. Documentation is clear, unambiguous and easily understood.
- **Confidently handle complexity;** you are able to analyse and solve problems and translate complex requirements or scenarios into elegant, clear, pragmatic, future-proof requirements.

### The best person for this job will have experience in:

- Gathering business and system requirements and data analysis in the context of CRM deployment e.g. Microsoft Dynamics CRM, Salesforce
- Solid understanding of customer relationship management systems, data transformation and marketing tools
- Full software project lifecycle experience, preferably under Agile methodologies
- Analysing complex business scenarios to distil and document the accompanying data flows
- Identifying opportunities for enhancing business performance and insight in the context of CRM deployment / large data projects
- Significant experience working within complex project environments, navigating multiple workstreams and competing deadlines, working with project teams to ensure delivery of tasks.
- Working within a programme environment with multiple dependencies between projects

**Desirable:**

- Data modelling methodologies and CRM database structures
- Delivering CRM / Data projects in the charity sector
- Engaging with 3<sup>rd</sup> parties
- Iris CARE CRM

**The best person for this job will have:**

- A passion for customer service, and for finding the right tools to deliver an excellent customer experience for our audiences
- An ambitious, self-motivated and dynamic nature, with the ability to work independently with little supervision
- A focus on delivering business benefit by being driven and solutions-focussed
- A diligent approach to problem solving and issue resolution
- Excellent presentation, communication and interpersonal skills
- A relevant qualification, e.g. degree in IT; project management / business analysis qualification
- The ability to be a strong team player
- The ability to learn new skills and get to grips with tasks quickly
- A strong drive for results while working calmly under pressure to meet deadlines
- Knowledge of Microsoft applications including Visio
- Knowledge of GDPR and other privacy laws and their implications in the context of database management (CRM and marketing automation platforms)

**Desirable:**

- Knowledge of fundraising regulations and other charity-specific regulations.
- BCS Business certification/s or equivalent
- Microsoft certified Development Professional MCSE, MCITP