

Role profile

Role title	Business Analyst Consultant
Department and directorate	Technology Services / Finance & Corporate Services
Job family level	All BMA Grade 6
Reports to (job title and name)	Senior Project Manager
Direct reports (job title and name)	None

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job, including the core duties/responsibilities required to be performed in the role (e.g., to provide a full range of administrative support services to the department including x,y,z)

A key role within the Technology Services team, providing business analysis and ensuring value is driven from Technology projects in support of the wider BMA organisation.

Key responsibilities include:

- Identify user, functional and non-functional requirements and define what 'good looks like' on various cutting edge technology projects
- Challenge the status quo, by building an understanding of business processes and ensuring all relevant options are evaluated.
- Prioritise requirements based on business and technological need and work with key stakeholders to achieve signoff.
- Create business cases for potential solutions that will deliver the stated BMA strategy.
- Engage with suppliers / delivery functions to ensure requirements are understood and mapped to the target solution.



- Create and review user stories along with relevant acceptance criteria – in doing so build, refine and prioritise the product backlog.
- Conduct user acceptance testing to ensure the delivered system / change is fit for purpose and delivers business benefit.

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, e.g. confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, e.g. resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Effective communication skills (written and verbal). The role will interact with a wide variety of stakeholders e.g. senior managers, technical experts, 3rd parties and end users in-order to get their buy-in, elicit information, influence and communicate complex ideas.
- Proven ability to investigate problem situations, consider key perspectives, analyse needs, evaluate options and define user requirements.
- Proven ability to translate user requirements into functional specifications.
- An understanding of Agile development processes – comfortable engaging with all roles and able to adapt language accordingly.
- Knowledge of System Modelling techniques e.g. UML. (desirable)
- An understanding of relevant technologies – e.g. Azure DevOps, Microsoft 365, Dynamics, Umbraco. (desirable)

Skill (level and breadth of application)

- Understanding of professional issues in IT, e.g. structure/management of organisation, financial/management accounting, legal issues (discrimination/data protection/intellectual property rights) etc.
- Understanding of the software development lifecycle.
- Understanding of project management methodologies e.g. PRINCE2. (desirable)
- Business Analysis fundamentals or similar professional qualification. (desirable)
- Graduate calibre.

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (e.g. undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (e.g. adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Assignments will follow the project management process but will vary significantly in subject matter, complexity and duration e.g. may work on a year-long customer relationship management project that will significantly impact every business unit or on a project lasting several weeks to analyse and enhance processes within a single business unit. For each assignment there is a need to:

- Determine an appropriate approach.
 - Identify and analyse appropriate project stakeholders.
 - Research literature/systems as appropriate to obtain key information.
 - Conduct meetings with project stakeholders to elicit their needs and viewpoint.
 - Facilitate workshops to obtain consensus on need/proposal, present findings to project stakeholders and manage issues arising in an objective and balanced way in order to arrive at an agreed solution.
- Be results orientated and maintain a strong customer focus.
 - Organise and manage time effectively. (There will be a need to work on multiple projects simultaneously).
 - Influence effectively within and across the department/function.
 - Enthuse and motivate project stakeholders of all levels in Technology Services and the wider BMA organisation.
 - Coach and develop BMA managers that seek help with formal system development methodologies.

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (e.g. expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g. giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (e.g. what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Independently decide on relevant sources of information e.g. identifying stakeholders or using the various business databases. These will enable analysis and justification of recommendations to project stakeholders.
- Determine the approach to investigate a problem situation. This will have significant bearing on the level of engagement from other stakeholders and quality of analysis.
- Conclusions of analysis. This will be used by budget holders and resource managers as a basis for decisions on external expenditure and internal resource allocation.
- Appropriate communication. Given the potential impact of analysis/conclusions, the complexity of what needs to be communicated and the wide range of people the role will interact with, it is essential to determine the most effective way to communicate in each situation, e.g. presentations, executive level business cases, process flow diagrams etc.

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, e.g. staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, e.g. support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Identifying and seeking involvement from BMA resources in particular Technology Services staff.
- Using available systems for research e.g. Operational systems, Reporting systems etc.
- Managing relationship and communications with stakeholders e.g. during tendering process where the process must be fair, transparent and able to keep information confidential as appropriate.
- No direct management reports or budgetary responsibility.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, e.g. immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal noncommittee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, e.g. members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, e.g. conveying information, gathering data?

- Reports directly to the Senior Project Manager within Technology Services.
- Works closely with BMA Technology staff to ensure projects are managed effectively e.g. key documentation supplied in a timely manner and stored appropriately for reference and audit purposes.
- Interacts with a wide variety of stakeholders in order to conduct analysis e.g. senior managers, technical experts, end users or 3rd parties while working on a variety of assignments. Most assignments will involve a business unit and the main BMA resource units such Marketing Manager, Membership Manager, Finance Manager, HR Manager, Lawyer etc.

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Normal co-ordination or physical demands associated with home / office environment, limited requirement to engage in lifting/carrying/other exertion.

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- The role is expected to involve a blend of home and office-based work and contains minimal personal risk.

BMA competency level required

The post holder is expected to execute their role in line with our five organizational values. These are currently being translated into behavioural indicators that will form part of our new performance management process. The following examples illustrate how we are using our values to inform how we act:

- We are **leaders** because:
 - We strive to always improve.
 - We take responsibility for our actions.
 - We collaborate with each other and work as one BMA for the good of our members.
 - We are proactive and prepared to guide our members and each other.
- We are **experts** because:
 - We understand our members
 - We draw on our collective experience and knowledge to solve problems.
 - We use our insights and research to make decisions.
 - We provide accurate, credible, relevant and engaging information.
 - We recognise our strengths and act upon them.
- We are **committed** because:
 - We listen to our members and put them at the heart of everything we do.
 - We are respectful, inclusive, open and honest with our members and each other.
 - We approach everything we do with confidence and sensitivity.
- We are **reliable** because:
 - We deliver on what we say we will do.
 - We are accessible and approachable.
 - We build trust by being consistent and supportive.
 - We are positive and decisive whatever the situation.
- We are **challenging** because:
 - We fight, ethically and fearlessly, for the interests of all our members.
 - We work as a brave, assertive and effective champion for high quality health. services and the advancement of the profession.

Sign-off

Manager:

Date:

Role holder:

Date: