



## Red Bee Media Limited

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### JOB SPECIFICATION

**Job Title:** Senior Business Analyst

**Base:** London

**Grade:** 9S

#### **Job Purpose**

This role is intended to provide the key link between client objectives, operational business requirements, project direction, technology requirements and software development activity for Red Bee Media. Key objectives of the role are to:

- Provide process and data consultancy, analysis & support to major technological & business change projects, bids & new business wins, working with internal and external customers
- Identify and maximise the operational and financial benefits of change projects
- Ensure effective stakeholder management
- Develop consensus among disparate groups of stakeholders and translate operational interests into formats relevant to technical project team members through workshops, meetings and written material
- Develop detailed processes, business and software requirements, scaling the approach and documentation accordingly, working with developers, testers and trainers throughout the project lifecycle
- Manage traceability of requirements throughout projects
- Help to develop & promote a culture and infrastructure supporting process management and continuous improvement

#### **Reporting Lines and Key Relationships**

The post holder will report to the Business Improvement Manager

#### **Context**

**Red Bee Media** specialises in the creation, management, promotion and delivery of digital content across all media, from linear television to web and mobile phones. It is the largest provider of outsourced linear playout services in Europe and is a leading provider of access, EPG, creative and on demand services to a first class client base of broadcasters, channels, telcos, cable companies and other content producers. With its unique proposition combining creative, editorial and technology, Red Bee Media's clients include the BBC, VirginMedia TV, Channel 4 and Five, ESPN, Discovery, ITV, Star News India, VRT in Belgium, M6 in France, Waitrose, Honda and Boots the Chemist.

Red Bee Media has revenues in excess of £130m and over 1400 staff. With operations in London, Paris, Sydney and Asia, Red Bee Media currently sells into 22 countries worldwide and has plans for further expansion in Europe and Asia.

Please log onto [www.redbeemedia.com](http://www.redbeemedia.com) for further information.

### **Key Accountabilities**

Specific responsibilities will include managing & executing **some** or **all** of the following activities according to project requirements:

1. To scope and analyse business change requirements driven by new business opportunities or internal development requirements, working with the customers, key business managers, the Business Improvement Manager, Technology Managers and super users.
2. To lead analysis engagements when requested, coordinating and mentoring the work of other analysts, defining & managing analysis project plans, feeding estimates and progress information to project or solutions managers.
3. To support project sponsors, project managers and customers with the identification and definition of business benefits, challenging the status quo where necessary throughout the analysis cycle to maximise benefits.
4. To understand and contribute to the detail of customer contracts, define service deliverables and to ensure that this is reflected in future business process and system deliverables.
5. To identify and engage key stakeholders providing effective communication to all parties and minimising resistance to change.
6. To analyse and document existing and future data and material flows between departments and systems and identify improvements.
7. To generate detailed process maps and use cases for existing and future operations. To engage internal super users and provide coaching in process analysis techniques where necessary.
8. To work with key stakeholders to create system and application requirements documentation using UML artefacts and GUI wireframes where necessary and to ensure appropriate approval of documentation.
9. To work with software architects and developers to ensure that all necessary metadata and system interfaces are defined and appropriate to the proposed workflow.
10. To work closely with software developers and the test team to ensure that they have a clear understanding of business priorities and user requirements.
11. To review functional designs, technical designs, test cases and delivered code to ensure fit with requirements.
12. To work with project managers and sponsors to maintain traceability of requirements

and design throughout the project lifecycle.

13. To lead or assist with implementation planning, training and change management as necessary.
14. To work with other analysts, project managers, test and training managers to ensure that design, delivery and implementation are appropriately coordinated.
15. To evaluate the performance of previous change projects and benefits realisation using Post Implementation Reviews.

## **Person Specification**

### **Experience & Knowledge**

1. Minimum of 3 years business analysis / consultancy experience.
2. Project scoping, including financial benefits identification, analysis planning and estimation.
3. Proven track record of successfully leading business process analysis and change work streams, within a wider change context from design through to implementation, including elements of project management and change control.
4. Experience of complex analysis.
5. Effective management of links between business strategy, business objectives, contracts, business benefits and project detail as required.
6. Appropriate and sensitive stakeholder management throughout project lifecycle using an appropriate range of communication tools and techniques.
7. Operational and process analysis, using effective application of structured business process and/ or business improvement methodologies
8. Detailed user and system requirements definition and management for large scale technology projects, including structured communication of requirements to software developers using UML and other techniques.
9. Experience of system testing, training and implementation.
10. Experience of data analysis and reporting would be advantageous.
11. Good understanding of broadcasting operational processes and systems would be highly advantageous. Specific experience of working with Digital Asset Management, Digital File Delivery, Video on Demand, Workflow Management Tools, linear Playout and Schedule Management solutions would be of particular benefit.

### **Skills and Behaviour**

1. Excellent written and verbal communication skills; proven ability to tailor the message to the reader/listener including conversational, report writing and presentation skills.
2. Resilient, with a highly motivated and proactive approach, demonstrating excellent organisational skills and experience of balancing conflicting priorities and producing quality work to challenging deadlines.
3. Excellent process analysis and definition skills including specific skills in facilitation, user requirements definition, process modelling techniques business benefits identification and measurement.
4. Basic project management skills.
5. System modelling skills including understanding of database structures, data definition, data relationships, data integrity issues and system interface definition.
6. Ability to adapt and create new ways of presenting information to meet analysis objectives and audience need.
7. Understanding of workflow modelling tools or demonstrable ability to quickly learn new tools and techniques.
8. Ability to quickly identify and manage issues, finding the best path for resolution, keen to share knowledge and understanding to maximise team effectiveness.
9. Understanding of and sensitivity to organisational and commercial dynamics.
10. Awareness of the role and function of Red Bee Media Ltd. and the ability to rapidly understand and relate to the business' operations.

## Competencies

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

**Managing relationships:** able to build and maintain effective working relationships with a range of people

**Analytical thinking:** able to simplify complex problems, processes or projects into component parts, explore and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem solving and/or development

**Decision making:** is ready and able to take initiative, originate action and be responsible for the consequences of the decisions made

**Resilient:** with a highly motivated and proactive approach, demonstrating excellent organisational skills and experience of balancing conflicting priorities and producing quality work to challenging deadlines

Proven ability to influence and persuade at all levels

**Communication:** able to get one's message understood clearly by adopting a range of styles,

tools and techniques appropriate to the audience and the nature of the information. Excellent written and verbal communication skills; proven ability to tailor the message to the reader/listener

**Flexibility:** adapts and works effectively with a variety of situations, individuals or groups. Is able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements

**Planning and organising:** establishes an efficient and appropriate course of action. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resource requirements.

**Influencing and Persuading:** able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

**Results Orientation:** demonstrates a strong personal commitment to delivery of project objectives. Goes the extra mile to meet deadlines and ensure customer satisfaction.

**Detail Orientation:** demonstrates ability to work through critical detail, resolving issues and highlighting where detail may contribute to / impede overall success

*(A 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).*