



## Position description

<b>Position title</b>	Senior Business Analyst
<b>Group / Branch</b>	Enterprise Delivery/ ET&D
<b>Reports to (Title)</b>	<i>Business Analyst Team Leader</i>
<b>Competency level</b>	<i>Individual Contributor</i>

### Job Purpose

The Senior Business Analyst plays a critical role in enabling the successful delivery of digital and technology-enabled initiatives by translating business needs into clear, actionable outcomes for Agile delivery squads.

Working within a **SAFe / Agile environment**, this role partners closely with Squad Leads, Product Owners, squad members, and stakeholders to support discovery, delivery, and implementation across a range of initiatives, including customer-facing, operational, and enterprise solutions.

The role requires a senior practitioner who is comfortable working in **complex and evolving environments**, able to adapt quickly to changing priorities, manage multiple streams of work, and support high-quality delivery outcomes across platforms such as CRM and other core business systems.

### Key Accountabilities

- Work as an embedded senior Business Analyst in a cross functional Agile squad (SAFe), supporting delivery from discovery through to implementation.
- Elicit, analyse, and document business, functional, and non-functional requirements, translating them into deliverables, epics, and user stories with clear acceptance criteria.
- Facilitate and lead workshops including discovery, requirements, process mapping, solution design, and validation sessions.
- Develop and maintain process maps, customer journeys, and future-state designs that support improved customer and business outcomes.
- Support delivery of initiatives across CRM and customer experience platforms, with Salesforce experience highly regarded.
- Manage analysis activities across multiple streams simultaneously, ensuring dependencies, risks, and impacts are well understood.
- Support and coordinate User Acceptance Testing (UAT), including preparation, execution, defect support, and business sign-off.
- Build and maintain strong relationships with stakeholders, providing clear communication, managing expectations, and supporting effective decision-making.



- Contribute to continuous improvement of Agile delivery and business analysis practices within squads and the broader delivery community.
- Experience coaching and uplifting business analysis practices, including requirements elicitation, analysis techniques, documentation standards, and workshop facilitation
- Champion use of LLM / agents to improve productivity

## Knowledge, Skills & Experience

### Essential

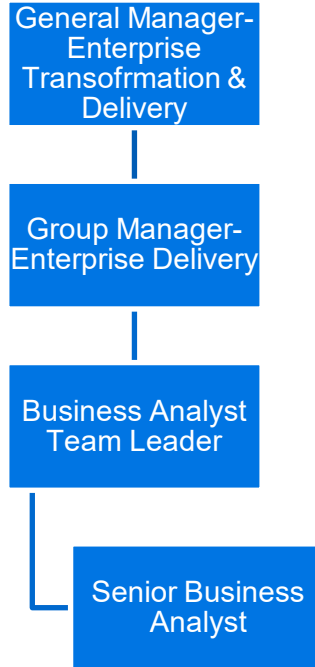
- Significant experience as a **Senior Business Analyst** delivering complex digital or technology-enabled initiatives.
- Demonstrated experience working within **Hybrid Agile / Agile / SAFe delivery models**, embedded in delivery squads.
- Strong experience delivering **CRM, customer experience, or customer relationship management** solutions (Salesforce or similar), IVRs, self-service portals.
- Proven capability in requirements elicitation, analysis, documentation, and validation using Agile techniques.
- Strong facilitation skills and experience producing **process maps and solution designs**.
- Solid experience supporting **UAT** and business acceptance activities.
- Excellent **stakeholder management and communication skills**, with the ability to influence across business and technology teams.
- Comfortable operating in **ambiguous and evolving environments**, with the ability to adapt, pivot, and reprioritise work as business priorities change.
- Proven capability to manage frequent **context switching** across initiatives, and stakeholder groups.
- Curious and forward-looking, with a demonstrated interest in **AI-enabled ways of working** (e.g. BA agents, AI-assisted documentation, analysis, or testing) to improve delivery efficiency and quality

### Desirable

- Experience in the utilities sector or other regulated environments.
- Hands-on experience with Salesforce ecosystem and Amazon Connect.
- Relevant tertiary qualification or industry certification (e.g. BABOK, Agile, SAFe).
- Experience contributing to, configuring, or helping shape AI agents (e.g. BA agents), including defining use cases, prompts, guardrails, and outputs to support business analysis and delivery activities

## Dimensions

### Organisational Chart



**Number of people managed:**

N/A

**Size of budget managed:**

N/A

**Value of Assets managed:**

N/A