



## Job Description

<b>Job Title:</b>	Swift Business Analyst
<b>Directorate/Team:</b>	Policy Strategy & Innovation (TfWM)
<b>Location:</b>	16 Summer Lane
<b>Responsible to:</b>	Swift Programme Delivery Lead Sift Programme Delivery Lead
<b>Responsible for:</b>	None
<b>Key working relationships:</b> (internal)	Contacts throughout the PSI (Policy, Strategy, Innovation) department, as well as throughout all TfWM (Transport for West Midlands) teams (e.g. Integrated Transport, Customer Services, Digital and Data)
<b>Key working relationships:</b> (external)	External partners including Great British Railways, public transport operators, Rail Delivery Group and the Department for Transport

### Purpose of the Post

The Swift Business Analyst (BA) is a key role in delivering business outcomes by providing the link between customers / service users and the Policy, Strategy and Innovation team. This role will focus on defining the business changes required to enable the Swift Go ABT (Account Based Ticketing) service to support the Rail PAYG (Pay As You Go) pilot being sponsored by DfT (Department for Transport). The post will define the business and functional requirements that need to be met in order to support the Rail PAYG proposition agreed between TfWM and Rail organisations. It will convert business requirements into technical requirements by acting as a 'translator' and influencing both technical and business change.

### Accountabilities (Deliverables)

- Ensure business requirements are optimised and accurately converted to technical requirements.
- Ensure plans are in place and processes are created to evaluate the impact of all changes made.
- Ensure solutions are tested and signed off by the business adequately prior to implementation and ensuring benefit and value realisation post implementation.
- Provide an active internal consultancy in Business Analysis.
- Contribute to the strategy to improve digital ways of working, optimise business operations and setting the direction and approach for integrating information applications and programmes.
- Understand the organisation's ecosystems and its inter-dependencies in order to support and maintain business analysis principles, policies and standards adopted across the organisation.
- Maintain knowledge of the latest Business Analyst skills, tools and ways of working, identifying emerging trends and their opportunities and potential impact on WMCA.

### Responsibilities (Duties)

- Work with the wider Business Analysis Team to ensure business requirements are optimised and accurately converted to technical requirements.
- Produce end-to-end, customer facing business process models (including As Is, To Be and transitional states) and optimise them to support our product / transformation initiatives.

- Use data modelling to create and analyse suggestions for strategic and operational improvements and changes, identifying potential areas of automation from re-engineering the underlying business processes.
- Evaluate internal functions, business development strategies, and IT processes in order to recommend business and process flow improvements.
- Collect, understand and document business requirements and translate these into functional specifications and detailed test plans, ensuring the organisation's requirements are understood and delivered by suppliers.
- Support route to market and implementation planning activities.

### Strategic

- Take a holistic view across all domains, portfolios, programmes and projects to enhance the Business Analysis community and promote reuse, sustainability and scalability to achieve value for money.

### People

- Collaborate with Rail partners to define the role of the TfWM solution within the wider rail environment. Whilst maintaining sight of the purpose of the existing Bus and Tram oriented solution.
- Work with other departments in creating and maintaining standards / ways of working, to ensure that all business and technology decisions are aligned & optimised.
- Work with project stakeholders to understand and investigate feedback.

### Other

- The duties and responsibilities in this job description are not exhaustive and the jobholder may be required to undertake other duties within the general scope of either the level or nature of the post.

## Person Specification (How Evidenced Key: A = Application, I = Interview, T = Testing/Assessment)

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A	I	T
Proven BA experience within a transport ticketing and retail environment.	X		X	X	
Work within a team of Business Analysts on a range of varying sized projects.	X		X	X	
An understanding of and appropriate experience in the full Business Analysis role in project lifecycles including Pre-Project, Scoping, Estimating, Mapping, Stakeholder Analysis, Requirements Gathering, Solution Analysis, Product Analysis, User Acceptance Testing and Release Management.	X		X	X	
Experience of business process modelling and optimisation tools and techniques.	X		X	X	
Supporting transition from the As-Is position to the To-Be state, identifying the approach to be taken.	X		X	X	
Proven experience of identifying potential solutions and appropriateness of emerging technologies.	X		X	X	
A track record of building rapport and excellent relationships with a range of stakeholders to ensure a user centric experience and deliver planned business outcomes.	X		X	X	
Experience at identifying & ensuring exploitation of opportunities and evaluating and mitigating issues & risks.	X		X	X	
Substantial experience of working on large scale projects.		X	X	X	
BA experience in implementing eCommerce and payment systems.		X	X		
Skills / Knowledge	E	D	A	I	T

Excellent analytical skills.	X		X	X	
Excellent written communication skills.	X		X		
Excellent verbal communication & interpersonal skills.	X			X	
Ability to articulate technical solutions to both technical and non-technical people.	X		X	X	
Ability to identify & resolve issues experienced by both customer leads and end users.	X			X	
Ability to work under broad direction within challenging and unpredictable environments, influencing strategic decision making.	X			X	
Able to work on concurrent schedules with tight deadlines, delivering on time, to budget and to scope.	X			X	
Project management skills.		X		X	
<b>Qualification / Education / Training</b>	<b>E</b>	<b>D</b>	<b>A</b>	<b>I</b>	<b>T</b>
A-level or equivalent.	X		X		
Business Analysis certification.		X	X		
Membership of a professional body associated with Business Analysis.		X	X		
ITIL, COBIT 5, Management of Value experience and qualifications.		X	X		
Portfolio/ Programme/ Project Management skills and qualifications.		X	X		

Core Expectations	
<b>Health, Safety &amp; Wellbeing</b>	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer as necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
<b>Equality Diversity &amp; Inclusion</b>	Promote and champion equality, diversity, and inclusion in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Other</b>	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values		
Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.		
Value	Competency	Behaviour
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.

	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements						
Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)		
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>

Job Evaluation Details			
Date Evaluated	Job Family	Level/Grade	JEP Reference
		SP33-SP37	ECR-328