

Senior Business Analyst

Job Description & Person Specification

Job Overview

The Senior Business Analyst plays a critical role in enabling high-quality, evidence-led transformation across BrisDoc. The role provides expert analysis, insight, and decision support to complex change initiatives, ensuring that transformation activity is well-designed, user-centred, and grounded in robust understanding of services, systems, and data.

The role will involve business analysis activities within specific teams, as well as partnering with senior leaders across the organisation to deploy a range of business analysis methods, tools and techniques across domains.

Key Responsibilities

Scope and Boundaries

The Senior Business Analyst is accountable for leading and assuring business analysis activity across assigned programmes and services but does not hold direct operational or clinical responsibility. The role works in partnership with service, clinical, digital, and corporate leads, providing expert analysis, options appraisal, and requirements definition. Accountability for operational delivery, financial approval, workforce decisions, and clinical governance remains with the appropriate accountable leads.

Analysis and Insight Leadership

This aspect of the role is about leading high-quality analysis that genuinely informs decision-making. The Senior Business Analyst brings structure, curiosity, and critical thinking to complex problems, ensuring that leaders have a clear, evidence-based understanding of current issues, opportunities, and constraints before committing to change.

- Lead complex investigative analysis into service, system, and organisational problems and opportunities
- Apply appropriate analytical techniques proportionately to context and complexity
- Synthesise qualitative and quantitative insight to support senior decision-making
- Ensure analysis is robust, objective, and clearly communicated

Business Improvement and Process Design

Improving services requires more than mapping processes; it requires understanding how work really happens and how users experience it. The Senior Business Analyst leads analysis of current-state services and workflows, identifying improvement opportunities that are practical, sustainable, and aligned with organisational priorities.

- Lead analysis of current-state services, processes, and user journeys
- Identify and evaluate opportunities to improve quality, efficiency, and experience
- Support the design of future-state processes that are safe, efficient, and user-centred
- Ensure improvement proposals are grounded in operational reality

Requirements Definition and Design Assurance

Clear, well-defined requirements are critical to successful change. In this area, the Senior Business Analyst leads the definition and assurance of requirements for complex initiatives, shaping scope and priorities with stakeholders and ensuring that design decisions are evidence-led and testable.

- Lead requirements definition for complex change initiatives
- Shape scope, priorities, and trade-offs with senior stakeholders
- Ensure requirements are user-centred, testable, and clearly documented
- Maintain traceability from user needs through to requirements, design, and testing

Business Modelling and Options Appraisal

This responsibility focuses on helping leaders make informed choices. The Senior Business Analyst develops robust models and options appraisals that explore different scenarios, impacts, and risks, translating complexity into clear insight that supports confident decision-making.

- Lead modelling of complex, cross-functional scenarios
- Develop and present options appraisals to support investment and design decisions
- Assess financial, operational, and non-financial impacts of proposed options
- Communicate analytical findings clearly to non-technical audiences

Stakeholder Engagement and Decision Support

Effective analysis depends on strong relationships and trust. The Senior Business Analyst works closely with senior and executive stakeholders, facilitating constructive challenge and shared understanding to support well-reasoned decisions.

- Build and maintain effective relationships with senior and executive stakeholders

- Influence and challenge constructively to achieve optimal outcomes
- Facilitate workshops and decision-making sessions where appropriate
- Support alignment across different perspectives and priorities

Testing, Quality and Assurance

The Senior Business Analyst plays a key role in assuring the quality of change as it moves into delivery. The focus is on analytical assurance, ensuring that requirements, testing, and outcomes are aligned and that risks are identified early.

- Provide analytical assurance across testing and implementation phases
- Ensure requirements are testable and outcomes measurable
- Support the creation of test conditions and traceability records
- Identify, analyse, and escalate risks, issues, and dependencies

Change and Adoption Support

Well-designed change still fails if it is not understood or usable. In this area, the Senior Business Analyst supports effective adoption by ensuring solutions are grounded in user needs and operational reality, working alongside others without duplicating formal change management roles.

- Support effective change adoption by ensuring solutions are usable and understood
- Represent user needs throughout design and implementation
- Work alongside change, digital, and operational leads to support transition into practice
- Avoid duplication of delivery or formal change management responsibilities

Person Specification

Experience and background

- Significant experience as a Senior or Lead Business Analyst in a complex, regulated service environment
- Proven track record of leading analysis for large or cross-functional change, service redesign or transformation programmes
- Experience working directly with senior stakeholders to shape scope, priorities and options
- Experience supporting change from early analysis through to implementation

Business analysis and improvement

- Strong ability to investigate complex problems and identify improvement opportunities
- Experience analysing current-state services, processes and user journeys and supporting future-state design
- Proven ability to define clear, robust, user-centred requirements for complex change

Data, modelling and insight

- Strong analytical skills, including business modelling, scenario analysis and options appraisal
- Confidence working with both qualitative and quantitative data to inform decisions
- Ability to translate complex analysis into clear, accessible insight for non-technical audiences

Testing, quality and assurance

- Experience supporting testing and assurance for change initiatives
- Ability to ensure requirements are testable and outcomes measurable
- Experience identifying and managing risks, issues and dependencies

Stakeholder engagement

- Highly developed stakeholder management skills, including working with senior and executive leaders
- Ability to influence, challenge constructively and facilitate structured discussions and workshops
- Able to balance user needs with organisational and operational constraints

Ways of working

- Comfortable working with ambiguity and adapting approach as understanding evolves
- Structured, analytical and outcome-focused
- Collaborative and committed to high-quality, user-centred change

Desirable

- Experience in NHS, primary care, urgent care or community health services
- Experience of digital or data-enabled change
- Business analysis qualification (BCS, IIBA or similar)