

# Job Description

<b>JOB TITLE:</b>	<b>Business Analyst</b>
<b>REPORTING TO:</b>	<b>Senior Business Analyst/Team Leader</b>
<b>DEPARTMENT:</b>	<b>Product Services</b>
<b>COMPANY:</b>	<b>The PCMS Group plc</b>
<b>LOCATION:</b>	<b>Westwood Business Park, Coventry</b>

## OVERALL PURPOSE OF JOB

- To identify, understand and document appropriately Customer requirements
- To contribute to the strategic direction of PCMS products and services
- To support the Sales Team in pre-sales activities

## ORGANISATION



## **KEY CONTACTS**

### **Internal**

- Team Manager
- Business Analysis Team
- Head of Product Services
- Product Managers
- Project teams
- Development
- Accounts
- Account Managers
- Departmental Managers

### **External**

- Customers
- Partners/Distributors
- Suppliers

## **PRINCIPLE ACCOUNTABILITIES**

1. Manage and capture Customer requirements using appropriate documentation, considering all aspects of product and service needs. Ensure that company and product strategy is represented.
2. Perform Customer presentations and product demonstrations.
3. Contribute and support the pre-sales process, including Customer product / RFI responses.
4. Build and develop strong, long-term relationships with Customers, suppliers and partners.
5. Be accountable within the Project team for ensuring contribution to Project timescales and deliverables.

This is not an exhaustive list of duties and the post holder may be requested to undertake additional duties as required.

## **JOB REQUIREMENTS**

### **Essential**

#### **Retail Experience / Business Awareness**

- Has solid experience understanding retail business processes and workflows. Understands what is important to the smooth operation of a retail Business and can easily relay this back internally.
- A minimum of 2 years of Business Analysis or comparable experience.
- A minimum of 2 years retail operations experience or equivalent.
- Will contribute to the functional development of Product based on retail experience and Customer feedback
- Will stay abreast of relevant market and technological changes

#### **Customer Focus**

- Is always personable, friendly, courteous and approachable. Capable of building and maintaining positive working relationships with Customers. Has strong, positive body language
- Recognises the importance of and is focused on good Customer Service
- Will work closely with customers to provide solutions that are integrated into customer work flows
- Seeks opportunities to interact and learn from customers and is energised by it
- Impact on People / Personable

- Makes a strong, positive impression on first meeting. Has authority, credibility and establishes a rapport quickly, either on a 1-2-1 basis or within a group
- Is comfortable meeting new people for the first time
- Strives to establish a personal rapport with the Customer
- Has an awareness of the importance of quality and professionalism. Works hard to maintain both personal and business standards

### **Presentation Skills**

- Is confident presenting to groups of people in a workshop or sales presentation environment.
- Is professional, engaging and has a strong presence

### **Communication**

- Has strong oral and written communication and listening skills. Is clear, concise and listens carefully, able to identify the key points

### **Building Networks**

- Capable of maintaining mutually beneficial relationships inside and outside of the company through which resources or information can be generated

### **Persuasive and Influencing Skills**

- Based on knowledge of the BeanStore application, and recognising the importance of Product Strategy, will be capable of influencing Customers requirements to be aligned to Product wherever possible, presenting constructive and balanced arguments
- Uses personal influence to persuade others to give agreement and commitment
- Maintains objectivity when dealing with difficult situations

### **Teamwork**

- Able to work with others from a variety of different backgrounds, adopting appropriate interpersonal styles
- Highly motivated to achieve objectives of the team & to support team members. Demonstrates commitment, enthusiasm & support to team members
- Fosters co-operation and effective teamwork within the team and with other areas of the company

### **Business Sense**

- Is aware of the importance of Company, Department and project financial budgets and constraints
- Will apply knowledge of products & services, customer needs, & technology, to capitalise on opportunities and increase PCMS' business advantage
- Keeps abreast of technology that influences our key market sectors

### **Accountability**

- Takes responsibility and ownership - does not look to blame others
- Is determined to succeed & deliver; focused on the end result
- Will consistently deliver to agreed timescales & budget
- Manages time and workload well; prioritises effectively, good timekeeping
- Does not lose energy or become side-tracked; remains positive
- Shows conspicuous levels of energy, vitality and output
- Sets challenging goals or standards of performance for self and Team members
- Shows dissatisfaction with average performance

### **Change Oriented**

- Capable of identifying changes that will improve the day-to-day operation of his / her business area
- Demonstrates alertness and responds positively to the need for change
- Responds quickly & positively to emerging opportunities and risks

### **Self-development**

- Constantly looks for self development opportunities and Reflects on own performance. Prepared to modify behaviour accordingly

### **Integrity**

- Is ethical doing what is fair and decent
- Acts in a truthful and trustworthy manner
- Keeps to his / her word, does not have double standards and does not compromise on matters of moral principle, company principle or the law
- Aims to achieve a reasonable or fair outcome
- Can be relied on to keep information confidential

### **Respect**

- Treats others with respect and courtesy, even during times of pressure.
- Always polite and co-operative with colleagues and Customers

### **Desirable**

#### **Strategic Vision**

- Appreciates market, technological and regulatory factors which determine PCMS' opportunities and threats
- Analysing, Understanding and Using Information
- Able to seek relevant, sufficiently detailed information from a variety of sources and make sound interpretations
- Will demonstrate a critical faculty; probes, investigates, challenges assumptions and identifies advantages / disadvantages of proposals
- Provides constructive counter arguments to people ideas and / or proposals and ensures discussions are penetrating

#### **Resilience**

- Retains composure and maintains performance when under pressure or opposition.
- Does not become irritable or anxious and maintains effectiveness in the face of adversity or unfairness.

#### **Leadership & Coaching**

Some experience in managing people and coaching would be preferable, but not essential:

- Resource planning and revenue forecasting; activity co-ordination within Team
- People / Team development & coaching
- Ability to organise efficiently and effectively
- Is approachable, provides support and guidance to colleagues

#### **Travel**

- Must be prepared to invest significant time at Customer locations. Overseas travel and project work may also be required

#### **Flexibility**

- Ability to contribute to activities outside of the Business Analyst role when a project demands

#### **Education**

- Degree level or equivalent preferable but not essential. O-level / GCSE standard or equivalent in English and Mathematics

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## TECHNICAL REQUIREMENTS

### Essential

- Experienced in various development methodologies including, but not necessarily limited to, agile and process based analysis
- Experienced in the production and use of Story Card, Use Case, Business Process Flows, Screen Navigation Flows and detailed functional specifications. Has good written communication skills; accurate and intelligible
- Capable of capturing important Business information in a workshop and 1-2-1 environment, using appropriate workshop techniques and documentation
- Proficient in using standard Microsoft packages, including Word, Excel and PowerPoint
- Able to create Story Boards / Clickable demonstrations using Front Page or similar applications
- Experienced in understanding & implementing principles of a recognised quality standards framework such as ISO
- Experienced in understanding & implementing agreed key processes, using company and / or Customer approved documentation and processes

### Desirable

- Able to create system test scenarios if required.