

Business Analyst – CRM

Job purpose: To adapt, develop and use business analysis techniques to support and implement a new CRM solution within TLS, supporting both new and existing business IT systems. Understand key business drivers to enable successful realisation of TLS corporate and functional objectives.

Key Accountabilities	
<ul style="list-style-type: none"> • Delivers business, data, IT system and process analysis to support the development and delivery of the organisation's new CRM solution, including governance and management tools, covering the lifecycle for both the Society and respective Shared Services functions • Improve organisational capability by working through each stage of a project lifecycle and being the interface between the business and technical teams • Determines the implications of proposed changes by gathering and analysing business requirements and assessing these against the broader strategic plan, operational priorities and wider impact • Promotes an organisation wide commitment to change and the adoption of good practice to ensure the Society's strategic plan is realised • Establishes effective working relationships with colleagues at all levels including other transformation programme teams to ensure effective delivery of project tasks and products • Prepares materials for, and facilitates, workshops across business units and project work-streams and manages product delivery in accordance with project management guidelines 	
Knowledge, Skills & Experience	Planning & Organising
<p>Essential</p> <ul style="list-style-type: none"> • Experience of analysing, documenting and advising on principles, policies and processes within complex CRM projects • Experience of CRM system deployment and configuration, including MS Dynamics • Ability to understand, use and develop technical data documentation and tools • Experience of using industry standard methods, techniques and business change tools for example BPMN • Ability to solve problems creatively and effectively and understand the business drivers for change • Experience of analysing business and IT requirements in order to achieve process improvements, cost savings and remove inefficiencies • Experience of using a broad range of BA skills, including writing a business case, producing cost/benefit analysis, conducting impact assessments, documenting functional specifications, reviewing design documents, and the end-to-end testing process. • Strong communication skills (listening, influencing and persuasiveness), capable of dealing effectively with all levels of staff • Able to adopt an assertive approach and challenge business assumptions, while maintaining a diplomatic, tactful and sensitive manner • The ability to work well under pressure and deliver to deadlines within all areas of the business, and often on multiple work streams is essential • Experience of being involved in significant business change including staffing, cultural, financial, transactional, IT and overall performance implications • Proficient Microsoft Office skills including Project and Visio <p>Desirable</p> <ul style="list-style-type: none"> • Project management qualification or equivalent experience, in particular Agile • Proficient in use of Microsoft Project • Experience of working in SharePoint / O365 environment 	<ul style="list-style-type: none"> • Job requires the ability to forward plan as well as the ability to deal with several projects and stakeholders with competing deadlines and priorities • Understanding of how to work with different parts of the business and how to manage their priorities and competing interests • Collaborative role, needs to integrate and align plans with broad range of internal and external functions • Plans and organises own work

- Knowledge of existing Law Society systems
- Experience of using, developing and establishing robust data models and maps
- Six Sigma qualification or equivalent
- Business Analysis qualification, such as a BA Diploma or equivalent
- Data/information lifecycle experience and knowledge
- Integration/interface delivery experience

Dimensions

- Based in London, with occasional travel to other Law Society sites, as required
- Flexibility is essential to meet committed project deadlines
- 2 year FTC, reporting to the Project Manager – CRM
- Primary relationships include Business Improvement & CRM Manager, Enterprise Architect, Business Services Architect and Data Analysts