

## **JOB DESCRIPTION**

### **Business Analyst**

6 Months Fixed Term Contract

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#### **CONTEXT**

Digital UK leads development of Freeview, the nation's most widely used television service. Digital UK is owned and funded by its shareholders, the BBC, ITV, Channel 4 and Arqiva.

The company co-ordinates the management and development of the UK's digital terrestrial television (DTT) platform in the UK. Digital UK is co-located and works in close collaboration with Digital Television Services Limited, which leads on consumer marketing of the Freeview brand. Together these two companies run the Freeview TV platform and services.

Since its launch in 2002, Freeview has evolved to become a multi-platform TV service offering viewers the best of free-to-view television – live and on-demand – across TVs, set top-boxes and mobile devices. Digital UK launched Freeview Play as a hybrid TV service in 2015, and subsequently launched its mobile application in 2019 on iOS and Android.

Freeview is the largest TV platform in the country, used in 18 m homes. Freeview Play, our live and on-demand TV service, is now actively used on 5m devices. The service is growing fast and, following a five year shareholder agreement signed in 2018, we have major plans for its future growth.

The Freeview platform works through the principle of the 'horizontal market' – working in close partnership with a range of partners who ensure the end-to-end service for viewers, including manufacturers, content partners, transmission provider Arqiva, retailers,

#### **AIM OF THE ROLE**

Digital UK requires an experienced Business Analyst to review our current product specification and development systems and process. You will report directly to the Head of Product Management and this 6 month project is to implement an information structure and workflow using collaboration tools such as Jira/Confluence that meets our business needs and supports interactions with multiple internal and external stakeholders.

You will be involved in requirements gathering, reviewing current tools and applications, recommending changes, implementation phase and also the configuration of changes.

You will also be required to support Digital UK with several priority roadmap items, moving initiatives from a high-level concept/scoping stage through to "dev-ready" requirements.

#### **RESPONSIBILITIES**

- Engage with stakeholders to gather business needs, input and output requirements and evaluate current processes and procedures

- Create workflows, process maps and summaries to document processes, procedures and possible solutions
- Identify opportunities for improving business processes, systems and tools
- Document requirements and user stories, both at high and low levels of detail
- Present solutions and viable alternatives to management for final approval
- Build an environment that gives clarity and traceability from requirements capture to market launch via multiple products
- Validate new environments by integrating future requirements
- Train the internal users and document simple process flows where required
- Develop supporting reporting and traceability matrix
- Implement software solutions and processes that meet business objectives
- Demonstrate compliance by translating next year requirements into the new/modified environment

## **SKILLS AND EXPERIENCE REQUIRED**

- Highly competent in Computer Science, Information Systems or related field.
- 5+ years of work experience in business systems analysis and/or product development
- Experience supporting full Agile and Waterfall software development lifecycles (including understanding business processes, gathering user requirements, design, testing, deployment and training)
- Advanced analytical capability
- Advanced experience in using, structuring, configuring Atlassian family products (or alternatives) to manage product roadmaps from idea inception to market launch
- Ability to communicate, motivate and organise projects throughout the company

## **DESIRABLE**

- Experience of working for a major TV or online video platform highly desired, but not essential

## **PERSONAL ATTRIBUTES**

- Helpful, considerate team member
- Strong attention to detail, well organised and influential
- An enquiring mind focusing on understanding the detail behind our most complex business challenges
- Confident in asking questions and challenging the status quo
- Motivated to support with making Digital UK and Freeview a great place to work
- Good communication skills and an effective listener
- Excellent stakeholder management, can work with a range of stakeholders in a constructive way
- Able to work under pressure and to conflicting demands
- Relishes the opportunity to expand the breadth of their skills and knowledge
- Ambitious and thrives on working in a demanding, dynamic and lean organisation
- An interest in Broadcasting or online video

## LOCATION

Central London, Fitzrovia