



Example of Digital Business Analyst Job Description

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Our growing company is looking to fill the role of digital business analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital business analyst

- Produce appropriate process flow, As Is and To Be diagrams for presentation back to the customer
 - Document clear and concise User Stories, Tasks and Issues in the Product Backlog (within JIRA)
 - Aid in ensuring the accuracy, completeness and prioritisation of the Product Backlog and propose items for inclusion in the next sprint plan to the Product Manager
 - Work closely with the Scrum Master to ensure that all deliverables for a sprint/release are met within the planned timescales or alternative plans are communicated to the Product Manager accordingly
 - Be the prime intermediary between both the user and technical communities, conversing clearly and ensuring alignment of requirements interpretation between both parties
 - Assist in the preparation of tender responses for new opportunities
 - Partner with creative UI/UX specialists on new business assignments to confidently present and prototype new ideas
 - Lead multi-disciplinary project teams all the way through completion of each project
 - Work with the Senior stakeholders to shape the forward view of projects
 - Assist in the generation of project requests (and business cases/financial Capex approval requests as appropriate)
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- Six Sigma or other process improvement expertise a significant plus
- The ideal candidate is curious and innovative and excited to use data to drive decisions
- Must be able to work both independently with minimal daily oversight, in a team
- Understanding of current digital marketing landscape
- They will need to have the ability to work closely with and build good relationships with Software Delivery, IT Operations, Service Delivery, and with other delivery partners and Global Functions
- Strong experience in TDD and ATDD practices is highly desired