

Role Profile – The What, The Where, The How

POSITION	Business Analyst		
TEAM	ICT	LOCATION	Coastline House
VERSION	1.0	LAST UPDATED	July 2026

THE PURPOSE OF THIS ROLE IS TO

To act as the bridge between operational business teams, technology providers and ICT, ensuring business needs are understood, documented, prioritised and translated into effective technology solutions. The role is responsible for leading business analysis activities, business process improvement initiatives, systems implementation projects and continuous improvement programmes across the organisation.

Working closely with stakeholders at all levels, the Business Systems Analyst will facilitate requirements gathering, process mapping, solution design, testing, implementation, training and benefits realisation. The role will also undertake project management responsibilities for small to medium-sized projects, ensuring delivery within agreed scope, quality, timescales and budget.

Specific Accountabilities – The Brass Tacks

In the role, day to day, you'll:

1. Lead stakeholder workshops to gather and define business requirements and future needs.
2. Produce and maintain requirements documentation, including BRDs, FRSs, FDDs, user stories and process maps.
3. Analyse current ("As-Is") processes and design future-state ("To-Be") processes aligned to business objectives.
4. Facilitate process mapping, gap analysis and identification of automation opportunities.
5. Define business priorities, acceptance criteria and measurable success outcomes with stakeholders.
6. Maintain requirements traceability throughout the project lifecycle.
7. Assess the impact of change on people, processes, technology and data.
8. Identify opportunities for digital transformation, operational efficiency and service improvement.
9. Develop business cases, options appraisals and recommendations to support investment decisions.
10. Manage business systems projects through the full project lifecycle in line with governance standards.

11. Support project initiation, scope definition, stakeholder identification and production of Project Initiation Documents (PIDs).
12. Develop and maintain project plans, milestones, risk registers, issue logs and status reports.
13. Facilitate project kick-offs, stakeholder engagement and project communications.
14. Coordinate work packages and delivery activities across internal teams, suppliers and third parties.
15. Monitor project performance against agreed scope, quality, cost, timescales and benefits.
16. Manage project risks, dependencies and assumptions, ensuring effective mitigation actions are implemented.
17. Provide project reporting, stage reviews and updates to boards, executives and senior stakeholders.
18. Support organisational change management and business readiness activities.
19. Coordinate testing activities, including SIT, UAT and business validation.
20. Manage defects, ensure solutions meet business requirements and support data migration activities.
21. Coordinate training, user documentation, go-live activities and transition into operational support.
22. Lead project closure, lessons learned reviews, benefits realisation and formal operational handover.
23. Act as the functional owner of assigned business systems, ensuring ongoing fitness for purpose.
24. Investigate and resolve application incidents, service requests and supplier escalations, while maintaining system documentation and knowledge resources.
25. Monitor system performance, support trends and user feedback to drive continual improvement, enhancements and future roadmap opportunities.

Person Specification – The Who

PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:
Put our customers first
Be open, honest and accountable
Value each other
Strive to be the best
and has:
- Proven experience in Business Analysis and requirements elicitation.
- Experience facilitating stakeholder workshops and documenting business requirements.

- Experience producing process maps, workflow diagrams and business process documentation.
- Experience leading small to medium technology or business change projects.
- Experience using project management methodologies such as PRINCE2, Agile or hybrid delivery approaches.
- Strong understanding of project governance, risk management and change control.
- Ability to communicate effectively with operational teams, senior managers and external suppliers.
- Experience of User Acceptance Testing (UAT), test planning and defect management.
- Experience using IT Service Management (ITSM) platforms such as ServiceDesk Plus, Jira Service Management or equivalent.
- Understanding of incident, problem, change and release management processes.
- Ability to balance project delivery responsibilities with business-as-usual support commitments
- Satisfactory basic DBS check;

Some of the following would be an advantage:

- BCS Business Analysis qualification.
- PRINCE2 Foundation/Practitioner or equivalent.
- Agile Business Analyst certification.
- Experience using project management software such as ManageEngine SDP, Microsoft Project, Planner, Jira or equivalent portfolio/project management systems.
- Experience of change management and organisational transformation projects.
- Knowledge of housing sector business processes and regulatory requirements.

General Obligations – For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.

4. Ensure compliance with the company's health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company's policy and standards.

REPORTING

Reports to the Assistant Director of ICT

Line management of project-based resource if required

CONTACTS

Internal

- All staff

External

- Customers, customers' representatives, housing associations, local authorities, Housing Corporation, other Government bodies, auditors, consultants, contractors, etc.
- IT contractors, consultants, suppliers and stakeholders.

