

Role Profile

Role:	Ticketing and Retail Business Analyst
Directorate:	Customer and Growth - Ticketing
Salary Band:	Band 7
Post reference:	TK33
Job Evaluation Ref & Date:	31/07/19
Role statement of purpose:	A Business Analyst supports the business in evaluating, defining and implementing changes and improvements across the Ticketing Function. Analysts work collaboratively with sponsors and senior stakeholders to define requirements for customer facing and operational technology services that are often complex, high value and critical to the future success of the organisation.
Reports to:	Senior Business Analyst

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
A Business Analyst is an experienced practitioner in the identification of requirements and scope from Ticketing and business stakeholders and is able to translate those into formats that are useable in planning work and activities. They provide guidance to Associate Business Analysts in processes and how to manage requirements and change.		
1.	Customer services are delivered that meet the high standards TfGM sets for service operations	- Identify business improvements in Ticketing Systems and procedures, e.g. predict user and financial benefits and how 'channel shift' will be measured. - Identify relevant issues and challenges, analysing root causes and identifying and developing solutions. - Contribution to business process change by investigating operational requirements, problems, and opportunities, documenting these and assisting in seeking effective business solutions through improvements in new or changed processes. - Ability to interpret and translate complex process documentation into clear business procedures. - Supports and develops the effective operation of TfGM

		products and services (where required).
2.	Analysis is conducted in a manner that reflects current industry best practice	• Contribute to the identification of activities that do not add value to the Ticketing Team with a view to reducing or eliminating them. • Elaborate stories and define acceptance criteria as part of a Behaviour Driven Development (BDD) approach to software delivery. • Apply business modelling, method and standards analysis techniques. • Applies the 'Definition of Ready' and other relevant standards to ensure that requirements are well formed and ready for delivery.
3.	Analysis is conducted in a collaborative, engaging and timely fashion, supportive of delivery timelines and goals	• Captures user needs, through interviews, workshops, surveys and document analysis to create high level business process descriptions / diagrams, and epics and stories in an Agile backlog. • Ensures user needs align with the 'Definition of Ready' and other relevant standards. • Able to manage and prioritise own workload and able to work independently, with minimal supervision. • Support and advise the Product Owner in agreeing the right mix of features/stories for each sprint, including functional and non-functional requirements. • Support and advise the Product Owner in communicating the benefits of outcomes • Supports User Researchers and more senior Business Analysts with their work, as required.
4.	Business benefits are defined and outcomes measured, ensuring the success of TfGM services	• Analyse and assess new ideas, considering and measuring risks, opportunities, benefits and impacts on the business. • Investigates, documents, refines and manages business processes, capturing current status and potential future requirements of business operations and/or business strategy (includes providing simulation and test data as needed) • Participates in wider organisational analysis, identifying domain experts needed to support work activities. • Acts as a proxy for the Product Owner by communicating the benefits of outcomes and identifying acceptance/approval channels.
5.	Stakeholders and 3rd parties are actively engaged in delivery and their needs are clear	• Builds strong working relationships with project stakeholders and works to analyse stakeholder objectives, and the underlying outcomes from investigations into business requirements and problems.

		Works closely with 3rd parties to ensure the organisation's needs are correctly understood and interpreted in the delivery of their contractual commitments and Statements of Work.
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all applicable organisational legislation and policy:	- TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) - PCI DSS standards, policies and procedures - Bus Operator contractual management - Dignity at Work policy; - Information assurance and security in line with Cabinet Office requirements; - Risk management - TfGM policies and procedures - Equality and diversity legislation - TfGM Vision & Values - Act in accordance with TfGM's behaviours and competencies - IS Operations policies and procedures - IS Security Policies and Procedures
C2	Any other reasonable duties as required	The post holder is representative of Ticketing and is expected to: - Conduct themselves in a professional manner and with due courtesy at all times. - Be flexible within the workplace and adapt to meet the requirements of service, specifically within this role, occasionally being required to work outside core hours (e.g. evenings, weekend and overnight). - Be on call as part of a rota to ensure the team provides 365/24/7 on call for major incidents cover.

Key Interdependencies

Key Contacts

- Head of Ticketing
- Ticketing Team
- Senior Business Analyst/Digital Business Analysts
- Infrastructure & DevOps Teams
- IS Teams
- Product Management
- Engineering / Development Teams
- Customer Support / Experience
- Security / Compliance

	• Vendor & Hosting Partners • Corporate Affairs Directorate
Direct reports	None
Budgetary responsibility	None
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

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Created					
By: Simon Mather Nov 2018	Martin Bell Feb 2026				

Ticketing & Retail Business Analyst <i>(Knowledge, skills and experience required at selection stage)</i>	
E	Essential Experience, Knowledge and Skills:
E1	DEPTH OF BUSINESS AND TECHNOLOGY KNOWLEDGE - Investigates operational requirements, problems, and business opportunities. - Constructs and interprets process and data models. - Identifies functional and non-functional requirements.
E2	BEST PRACTICE BUSINESS ANALYSIS TECHNIQUES - Understands Business Process Improvement and its benefit. - Contributes to the selection of the most appropriate means for representing business requirements. - Uses a range of techniques including stakeholder interviews, workshops, use cases and document analysis.
E3	CUSTOMER AND STAKEHOLDER RELATIONSHIPS - Works with stakeholders to identify potential benefits and develop business cases. - Proficient at understanding the customer environment within which systems are used. - Identifies and captures user characteristics, goals, tasks. - Identifies communication needs of stakeholder groups. - Facilitates stakeholder discussion and negotiation.
E4	PROJECT AND AGILE DELIVERY - Manages requests for changes to baseline scope. - Facilitates scoping and priority-setting for changes. - Produces quality requirements documents. - Understands the Project Lifecycle, Project Definition, scoping principles, roles of stakeholders and the BA.
D	Desirable Experience – SFIA version 6:
D1	Experience of working in transport ticketing
D2	Business Analysis – Level 4
D3	Business Modelling – Level 2
D4	Requirements Definition Management – Level 4
D5	Stakeholder Management – Level 5
D6	User Experience Analysis – Level 3
EQ	Essential Qualifications – Technical, Vocational or Educational:
EQ1	GCSEs or an equivalent
DQ	Desirable Qualifications – Technical, Vocational or Educational:
DQ1	A degree or equivalent industry experience
DQ2	BCS or equivalent certifications in Business Analysis
DQ3	Agile / Scrum certified
EA	Essential Attributes:
EA1	RELIABLE by doing what we say we will do
EA2	HONEST in our communications and our feedback
EA3	RESPECTFUL in how we behave
EA4	REWARDING by recognising a job well done
EA5	EMPOWERING by enabling potential to be realised