



CONFIDENTIAL

Consulting Opportunity #0544 (External)

Project

The Senior Web Business Analyst works on the client's Web and New Media team which delivers web and other media solutions to service the largest consumer-governed, nonprofit health care organization in the nation, providing care, coverage, research and education to improve the health of members, patients and the community. The Web and New media team works on projects to improve or create new web (or other media) applications related to their services. The Senior Web Business Analyst's key responsibilities include eliciting, documenting and prioritizing business requirements for these projects as well as managing project scope for these web and new media initiatives.

Resource Needs

Role(s): Senior Web Business Analyst

Responsibilities:

- Works closely with business and technical partners throughout the organization to elicit business requirements and insure stakeholder satisfaction through project completion
- Create artifacts to capture these requirements: e.g., vision/scope documents, functional specification, use cases, wireframes, and process diagram flowcharts
- Guides solid integration of new web features into the site's overall information architecture
- Acts as the liaison between the business, user experience, development and testing groups.
- Help drive brand awareness and customer loyalty by ensuring an excellent user experience at website, various marketing jump sites, as well as our growing new media vehicles (e.g. mobile)
- Improve existing and establish new standards for site metrics on website and key marketing jump site
- Reports to Web and New Media Manager

Accountabilities:

- Serve as the liaison between the business community and the software development/user experience and testing teams to insure the stakeholder requirements are communicated and met
- Create and maintain requirements artifacts in accordance with change management guidelines including: Project Vision documents, Functional specifications, Use cases, business and data flow diagramming

- Quickly understand the business issues and data challenges of the organization and industry.
- Perform User Acceptance Testing as needed
- Ensure issues are identified, tracked, reported and resolved in a timely manner.
- Facilitate JAD sessions and documentation review sessions
- Communicate requirements changes and facilitate re-prioritization with development and User Experience team
- Elicit, evaluate and filter requirements from stakeholders through:
 - User interviews, document analysis, JAD sessions, surveys, business process descriptions, use cases, scenarios, task and workflow analysis.
 - Critically evaluate information gathered from multiple sources, reconcile conflicts, and decompose high-level information into details,
 - Abstract up from low-level information to a general understanding, and distinguish user requests from the underlying true needs.
- Manage multiple projects or a single large project of substantial complexity which may include sub components of larger scale projects
- Complete approved requirements documentation within approved scope, schedule and budget.
- Successfully engages in multiple initiatives simultaneously.
- Work independently as well as under the direction of Project Managers and department manager.

Personality:

- A leader with no ego
- Organized and able to drive to a schedule without being perceived as too pushy
- Tactful in managing vendors, hold them accountable and yet retains a good working relationship
- Respectful of all levels of staff and customer service focused while sticking to the project plan

Logistics

Start Date: 4/25/2011

End Date: 6 months with possibility of extension

Travel requirements: Local to Twin Cities

Experience/Skills/Tools (show required or preferred as Y or N):

#	Experience/Skill/Tool	Years of exp.	Date Last Used	Required? (Y/N)
1	Bachelor's degree in business, computer science, MIS or another related field	N/A	2010	Y

2	Business Analysis experience	5+	2010	Y
3	Experience eliciting, evaluating and filtering requirements from stakeholders	5+	2010	Y
4	Experience in critically evaluating information gathered from multiple sources, reconciliation of conflicts and decomposition of high level information into details.	5+	2010	Y
5	Experience facilitating documentation review sessions	5+	2010	Y
6	Experience writing and maintaining requirements plans for medium/large projects.	5+	2010	Y
7	Experience with change management practices	5+	2010	Y
8	Direct experience working on web projects	3+	2010	Y
9	Experience with creating/maintaining artifacts including: vision documentation, functional specifications, use cases, business requirements/rules, business process diagrams.	3+	2010	Y
10	Experience training or mentoring other Business Analysts	3+	2010	Y
11	Demonstrated ability to effectively manage multiple projects and priorities with different business partners	3+	2010	Y
12	Demonstrated knowledge of the software development lifecycle processes, strong consultative skills, capable problem solver, ability to build consensus, etc.	3+	2010	Y
13	Excellent verbal and written communication skills and the ability to interact professionally with a diverse group of users, developers, managers and subject matter experts	3+	2010	Y
14	Proficiency utilizing MS Word, Excel and Visio	3+	2010	Y
15	Demonstrated written and oral communication skills	3+	2010	Y
16	Experience working in the healthcare payer or provider industry.	1+	2010	N
17	Experience working within an agile development cycle.	1+	2010	N
18	Quality assurance experience helpful.	1+	2010	N
19	Experience working with SharePoint or other project repository tools and issue tracking tools helpful	1+	2010	N