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| **Position title** | | | | **Business Analyst Salesforce** | | |
| **Team/Group** | | | | CRM Team/Community | | |
| **Work level** | | | | 3 | | |
| **Position reporting to** | | | | Product Owner | | |
| **Employment Type** | | | | Fixed Term Contract – 12 Months | | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | |
| **Position purpose** |  | Beyond Blue are in the initial stages of a CRM transformation, and the role of the Business Analyst will be part of a cross functional team focussed on delivering a CRM to enable a shared Beyond Blue view of person and organisation.  The role is responsible for the design and requirements for a Salesforce CRM, and will be required to work closely with the Program Team and key stakeholders in bridging the gap between business deliverables and technical requirements.  This role requires an experienced and technically minded BA who has an excellent understanding of Salesforce, data modelling, and integrations.  This role is seeking someone who will lead with a user-centric experience approach to solution development, informed by user’s needs, insights, data, research and analysis. | | | | |
| **Role dimensions** |  | **Direct Reports** | | | | *Nil* |
| **Overall team** | | | | *CRM Program Team*  *Information Technology/Business Improvement*  *Community Engaged Beyond Blue Employees (Various)*  *External Vendors (Various)* |
| **Financial Delegation** | | | | *None* |
| **Key accountabilities** |  | * Work with various stakeholders to analyse business requirements and design Salesforce solutions that enable the business to achieve its objectives, improve user experience, and drive system adoption. * Complete gap analysis for as-is and to-be processes; translating into functional and technical specifications. * Gather and analyse business requirements and break them down to user stories and acceptance criteria, including functional and data * Maintain a holistic view of all business processes and users in the system to understand cross functional impacts with regard to configuration, process, workflow and reporting * Continuously evaluate the optimal solution for the business and identify system deficiencies and processes * Establish and implement best practices with regards to system maintenance, configuration, development, testing, data integrity, etc. * Write and maintain solution design documentation and procedures. * Performing in-depth analysis, helping to define and validate requirements and carrying out process/experience mapping. * Carry out detailed user testing, coordinating outcomes with the Product Owner in both UAT and production environments to ensure product requirements are met and the customer user experience is optimised. * Taking business level requirements and translating them into user stories and tasks for development teams. * Work collaboratively with all team members and other teams within Beyond Blue to achieve overall objectives * Willingness to commit to and work in line with the Beyond Blue Values | | | | |
| **Key behaviours** |  | *Based on our new ways of working, consider which of the following are relevant to the role:*   * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work * We collaborate to provide solutions and options for feedback * We actively listen, and communicate openly and transparently * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions * We build relationships externally and partner with key external stakeholders for the benefit of the community * We adapt, flex and take an agile approach to plans to meet community need | | | | |
| **Qualifications and key selection criteria** |  | **Essential**   * Minimum of 5 Years of Business Systems Analyst / IT Business Analyst experience in a system/application enabled change project * Proven applied industry experience and a deep understanding of Salesforce and ideally Nonprofit Success Pack * Able to document, visualize, analyse, communicate and solve complex problems * Experience in requirements documentation, analysis and management. * Excellent knowledge of user experience, customer experience, human-centred or user interface design * Experience in developing and leading test cases based on business process/requirements   Skills   * Ability to analyse documents and elicit requirements using a strong eye for detail * Strong verbal and written communication skills to ensure clear communications with internal customers for the purposes of requirements elicitation & documentation, solution definition, and issue resolution * Strong workshop facilitation and meeting management skills * Process and data requirement documentation skills * Ability to efficiently complete and present deliverables in Microsoft Visio, Excel, Word and PowerPoint using medium to advanced knowledge in these tools | | | | |
| **Core Capabilities** |  | *Community voice​* | | | Capture community insights, ensure community insights inform our work, test we are having ​ | |
| *Community awareness & system change​* | | | Shift to a community centric way of operating, with the community and the need for system change informing how we work​ | |
| *Digital Capability Big Blue Door delivery​* | | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
| *Agile Leadership​* | | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
| *Sustainable & diverse funding sources and supporting social impact​* | | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term.​ | |
| *Best governance and demonstrating impact* | | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters. | |
| *Partner strategically for maximum impact​* | | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful. | |