

<b>Role Profile Form</b>	
<b>Position Title:</b>	Business Systems Analyst
<b>Reports To:</b>	Head of F,P&A for UK
<b>Overall Job Purpose:</b>	The individual will serve as an expert user for Business Objects (BO) ensuring the application delivers maximum impact. Ensuring data integrity, user training, report creation and providing data analysis for key business partners.
<b>Key Responsibilities:</b>	<p><u>Data Integrity</u></p> <ul style="list-style-type: none"> <li>Responsible for documenting and aligning Global Data Warehouse definitions with Group IT and Finance functions and ensuring accuracy is sufficient to drive business decisions</li> <li>Work with business users to ensure data definitions are agreed and understood across the markets</li> <li>Monitor key data for ongoing accuracy. Intervene and investigate when material difference are identified or reported by the business</li> <li>Perform data maintenance, developing exception reports to ensure all data is accurate and allow business to self serve the data quality monitoring</li> <li>Support BO system testing as and when required</li> <li>Provide a link between users and development team to identify bugs, issues and advice on future developments.</li> <li>Build and develop UK business performance reporting universes in BO collaborating with Group/Global colleagues to ensure a standardised approach to reporting.</li> </ul> <p><u>Training</u></p> <ul style="list-style-type: none"> <li>Control access and licenses for BO and ensure that different all levels of business user can access BO data efficiently and independently</li> <li>Lead the development of 'super user' community across all UK departments in order to develop a long standing knowledge base in BO. Coordinate this group and ensure best practice is shared across the business</li> <li>Create and deliver incisive and comprehensive training schedule to cover beginner, intermediate and advanced level requirements.</li> <li>Develop and maintain user documentation translating system functions, access and advice into concise user friendly instruction, including job aids, reference guides, system mechanics and on-line help links.</li> <li>Liaise with other system trainers in the business to ensure ideas and best practice is shared.</li> <li>Serve as the focal points for user queries and help trouble shoot minor issues.</li> </ul> <p><u>Reporting</u></p> <ul style="list-style-type: none"> <li>Identify key UK reports that are approved sources for general analysis and align with global teams to ensure consistent reporting strategy across the business</li> <li>Responsible for reviewing and prioritizing UK reporting development requests, interfacing with our development team in India and local IT support to ensure resources are used efficiently and effectively</li> <li>Provides support to all areas of the UK business to ensure BO delivers</li> </ul>

	<p>on the needs of the business through detailed understanding of end user requirements and business operations</p> <ul style="list-style-type: none"> <li>• Provide a central point for advice on report development (with the super user team from the markets)</li> <li>• Work with multiple lines of business to benchmark best practices for delivery of business intelligence solutions to operational and analytical reporting.</li> <li>• A crucial member of the Business Intelligence Steering Committee representing the needs of the business and working with IT to ensure the timely completion of projects and development</li> <li>• Automate standard reporting requirements for the business (e.g. daily sales and weekly trading reports) and be the key provider of financial data</li> <li>• Responsible for uploading budget and re-forecast financial data in to BO ensuring data is accurate and aligns with all group financial submissions</li> </ul> <p><u>Customer Database analysis</u></p> <ul style="list-style-type: none"> <li>• Able to interrogate our customer database and extract data using SQL through IBM SPSS Modeler</li> <li>• Develop a range of BO reports to maximize the use and analysis of customer data throughout the UK business</li> <li>• Work closely with Marketing Analytics to understand the Excel databases currently used for reporting/forecasting in order to support Finance team in their analysis and forecasting of key customer metrics</li> <li>• Extract and maintain reporting for all UK teams (Finance, Marketing, Operations, Merchandising and Buying). This includes customer metrics, Wine Plan forecasting, discounts and any ad hoc inquiries.</li> <li>• Perform ad-hoc data pulls using SQL as needed by the business</li> </ul> <p><u>Business Systems Expert</u></p> <ul style="list-style-type: none"> <li>• Identify limitations in key systems and propose solutions</li> <li>• Identify system issues which arise through data inaccuracies and communicate to IT and the wider business</li> <li>• Undertake regular objective reviews to ensure our systems meet the needs of the business and pro-actively address shortcomings where improvements to data integrity are needed</li> </ul> <p><u>ERP Implementation Project (short/medium term)</u></p> <ul style="list-style-type: none"> <li>• Key member of project team, working closely with IT and external consultants to ensure continuity of reporting during and post implementation</li> <li>• Specifically ensuring successful transition of existing Business Objects through the project</li> </ul>
<p><b>Qualifications:</b></p>	<p>Essential</p> <ul style="list-style-type: none"> <li>• Strong academic background</li> <li>• Educated to degree level</li> </ul>

<b>Experience:</b>	<b>Essential</b> <ul style="list-style-type: none"> <li>• 2-3 years experienced as a SQL user, able to manipulate and extract data and teach others basic principles of SQL</li> <li>• Highly proficient with Business Objects and Microsoft Excel</li> <li>• Proven ability to successfully interact with and influence across organizational levels</li> <li>• Experience in creating and maintaining a data warehouse</li> <li>• Experience in training facilitation</li> </ul>
	<b>Desirable</b> <ul style="list-style-type: none"> <li>• Direct Marketing experience desirable</li> </ul>
<b>Personal Qualities and Skills:</b>	<ul style="list-style-type: none"> <li>• Strong organization and time management skills</li> <li>• Self motivated/demonstrated initiative, ability to work both independently and within teams</li> <li>• Strong analytical and quantitative abilities with excellent verbal, written and presentation skills</li> <li>• Ability to work on multiple tasks and projects, and meet deadlines.</li> <li>• Must be detail oriented, have strong relationship building skills.</li> <li>• Initiative and results-oriented - maintains a sense of urgency, follows-up and meets deadlines.</li> <li>• Adaptability/Flexibility in a changing environment</li> </ul>
<b>Remuneration:</b>	Competitive plus excellent benefits package