

Job Description

25 August 25



Business Analyst SBS Technology

Reports to: Briony Martin, Lead Business Analyst

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The [Business Analyst](#) is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values and complies with relevant SBS policies, procedures and practices. At SBS, we expect you to be audience obsessed, be bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are all working together to fulfil SBS's purpose and create a more cohesive society.

Division Purpose – Technology

SBS Technology can be thought of as the 'engine room' of SBS. Our primary role is to enable and support the production, distribution, and transmission of content across television, radio, and online platforms. Our teams achieve this by working collaboratively to design innovative solutions and deliver end-to-end services for our business stakeholders.

Role Purpose

The Business Analyst (BA) plays a key role in collaborating with teams across all SBS divisions to understand and document business workflows, processes, and requirements. Working closely with business stakeholders and project teams, the BA ensures these elements are thoroughly understood and accurately captured to support the development of effective solutions. This role is specifically focused on identifying and analysing business processes with the potential to be enhanced through the application of enterprise AI solutions.

Main Responsibilities

Main tasks of the role



- Engage with stakeholders across all SBS divisions to gather, clarify and document business workflows, processes, and requirements.
- Analyse current business processes to identify opportunities for improvement, with a particular focus on those suited to enterprise AI solutions.
- Demonstrate strong analytical and critical thinking skills to assess complex business needs and translate them into practical, value-adding solutions.
- Document functional and non-functional requirements in a clear, structured, and accessible format.
- Collaborate closely with project teams to ensure business requirements are accurately reflected in solution design, test and implementation.
- Facilitate workshops, interviews, and other discovery activities to elicit detailed business processes and potential opportunities.
- Map business requirements into user stories, use cases, and process diagrams to support solution design and delivery.
- Support change management activities by contributing to training materials, communications, and stakeholder engagement strategies.
- Maintain requirements traceability throughout the project lifecycle.
- Support and review functional test plans and assist with user acceptance testing (UAT).
- Continuously monitor and evaluate implemented solutions to confirm they deliver expected value and identify opportunities for further optimisation.
- Identify opportunities for improvement, stay informed about divisional AI technologies, and ensure alignment with organisational policies.

Minimum requirements of the role (Insert e.g. years of experience; specialist qualifications/skills)

- Minimum of 6 years' experience as a Business Analyst, working in media environment.
- Strong ability in analysing and documenting business processes, workflows and requirements.
- Record of accomplishment of successful delivery in complex and demanding environments.
- Excellent stakeholder engagement skills, with the ability to build relationships and facilitate collaboration across diverse teams.
- Ability to work under pressure.
- High level of analytical and problem-solving abilities.
- Strong documentation and presentation skills with exceptional attention to detail and the ability to communicate complex information clearly and effectively.
- Experience with business analysis tools (e.g. Jira, Confluence, Visio)
- Exposure or interest in projects involving enterprise AI solutions or emerging technologies is not essential but considered beneficial.

Key relationships with other roles and external stakeholders

- Artificial Intelligence project team, Technology team, including Strategy and Architecture, Infrastructure, Operations, Enterprise Information Systems and Service Desk
- Broader SBS Business that would be the end users of AI capabilities e.g. Finance, Legal, Marketing, Corporate Affairs, Media Sales etc.

Key Capability		
Capability	Level	Behaviour



<u>Collaboration</u>	Self	<ul style="list-style-type: none">• Displays a genuine intention to work co-operatively with others• Offers to help others achieve common goals• Makes an effort to understand the goals of others• Shares all relevant or useful information
<u>Customer Focus</u>	Self	<ul style="list-style-type: none">• Follows through on customer/client inquiries, requests or complaints• Distributes useful and up to date information to the customer/client• Determines the needs of the customer/client through probing and listening• Provides friendly, helpful service to the customer/client• Makes sure there is a clear understanding of the customer/client's needs• Offers appropriate solutions to the customer/client• Prioritises work goals that impact the customer/client directly• Diffuses customer/client problems
<u>Innovation</u>	Self	<ul style="list-style-type: none">• Generates original solutions to problems• Contributes to creative thinking and ideas• Makes suggestions to refine current processes and procedures to create optimum efficiency• Participates in the implementation of new processes and procedures that improve current performance
<u>Organisational Awareness</u>	Self	<ul style="list-style-type: none">• Considers how their role impacts both the department and the business• Understands the impact of organisational policies/procedures on the department• Considers both the business and customer perspective on various issues• Identifies key drivers and commercial opportunities within their department• Uses financial reporting information to drive performance
<u>Results Focus</u>	Self	<ul style="list-style-type: none">• Drives to meet objectives and standards• Identifies alternative possibilities when faced with obstacles• Stays focused on tasks that require considerable effort• Completes tasks within designated timeframe despite obstacles• Perseveres with routine and repetitive tasks without sacrificing quality or excellence

Workplace Health & Safety

Special Broadcasting Service

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In relation to Work Health & Safety, you must comply with your safety responsibilities as detailed in relevant Acts, Regulations, Standards, Codes of Practice and the SBS Safety Management System (SMS)

All workers are required to:

- Take reasonable care for own safety and safety of others
- Cooperate with policies and procedures and directions from management with regards to health and safety
- Where hazards are identified, report them to line manager and take corrective action where able
- Report all work related incidents to line manager within 24 hours of occurrence
- Ensure workers, visitors and clients are :
 - made aware of their WH&S responsibilities
 - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
 - follow safe work practices