

Role Profile

Role	Business Analyst - Microsoft Dynamics 365 CRM	Location	Home based Nationwide UK
Accountable for	N/A	Accountable to	Associate Director - Knowledge and Insight
Core Anchor Level		Travel	Travel will be required for Team meetings, external stakeholder meetings and conferences.
DBS check	No	Salary Grade	£45,000 per annum Grade E
Contract Type	Permanent	Hours	35

Overall purpose and impact

The Microsoft Dynamics 365 CRM Business Analyst plays a key role in supporting the effective development and evolution of the organisation's CRM platform. Working closely with colleagues across the organisation and within Digital, Technology & Data Services, the role ensures business needs are clearly understood, analysed and translated into well-structured requirements. This supports the delivery of CRM improvements that enhance services, strengthen engagement, and improve operational efficiency. The role acts as a bridge between operational teams and technical delivery colleagues, ensuring changes are driven by genuine business needs, aligned to strategic priorities, and designed to deliver sustainable long-term value.

Responsibilities	Measured through delivery of
Lead discovery and analysis with stakeholders to understand business needs, strategic drivers, challenges and desired outcomes relating to Microsoft Dynamics 365 CRM use.	Clearly defined business needs and problem statements that guide Microsoft Dynamics 365 CRM development.
Translate business needs into structured requirements , including user stories, acceptance criteria, process models and impact assessments.	High-quality user focused requirements that enable efficient technical development and reduce ambiguity or rework.
Ensure Microsoft Dynamics 365 CRM improvements align with organisational priorities , strategy and operational processes.	Microsoft Dynamics 365 CRM developments that support strategic goals and improve operational effectiveness and efficiency.

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Assess impacts of proposed Microsoft Dynamics 365 CRM changes across processes, data, reporting and other systems.	Reduced implementation risks and smoother delivery of CRM enhancements.
Work collaboratively with stakeholders and technical teams to refine requests, shape solutions and ensure shared understanding of requirements.	Strong stakeholder engagement and well-aligned technical delivery.
Support delivery through build, testing and implementation , ensuring solutions meet business needs.	CRM solutions that are validated, usable and meet agreed outcomes.
Promote a consistent and structured approach to CRM change , supporting governance, prioritisation and documentation.	Greater clarity and consistency in CRM change requests and delivery processes.
Identify opportunities for user focused improvement in Microsoft Dynamics 365 CRM use, processes and data to support continuous organisational improvement aligned with organisational strategy.	Measurable improvements in efficiency, user experience and data quality.

Person Specification
Experience
Experience working in a Business Analyst or similar analytical / systems-focused role , supporting system or process improvement.
Experience gathering, analysing and documenting requirements for system or service developments and improvements.
Experience leading and facilitating stakeholder discussions, workshops or discovery sessions , working with cross-functional teams to understand business needs.
Experience working with Microsoft Dynamics 365 or similar complex organisational systems
Skills and Knowledge
Strong analytical and problem-solving skills , with the ability to understand complex processes and identify improvement opportunities.
Ability to translate business needs into clear and structured requirements that support effective technical delivery.
Strong communication and stakeholder engagement skills , with the ability to work effectively across technical and non-technical teams.
Understanding of systems thinking, data structures and change processes within CRM or similar platforms ()
Personal attributes
Curious and proactive in understanding how systems and processes support organisational goals.

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Able to balance strategic thinking with practical problem solving.
Comfortable working with complexity, ambiguity and evolving requirements .
Committed to continuous improvement and learning .