# CPC440 - Innovation Business Analyst

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| Location | London or Milton Keynes |
| Reporting to | Team Leader - Modelling & Appraisal |
| Working hours | Full time |
| Contract type/duration | Permanent |
| Equal Opportunities | CPC is committed to ensuring it recognises equal opportunities |
| Date written | June 2021 |

## Purpose of the role

We are seeking a Business Analyst to join our Modelling & Appraisal Team. The role will provide high-quality data analysis, qualitative research, reporting, commercial and business intelligence on new technologies across a number of domains, including mobility and the built environment.

This will include building an understanding of market dynamics and producing actionable exploitation plans to guide the commercialisation of new technological and service developments, whilst also measuring the market impact. You will conduct market investigations to identify market and business needs and quantify market opportunities, providing the strategic analysis to support the develop of value propositions, business models and route-to-market strategies that meet market requirements and maximise market opportunities.

You will be required to input into all stages of projects, from proposal and bid content, to project deliverables. Working with CPC partners including SMEs, to guide business model evaluation and innovation, advising on the feasibility, desirability and viability of business models.

The Modelling & Appraisal Team supports project across the whole Connected Places Catapult and as such you will typically be working on multi-disciplinary projects with engineers, data scientists, planners, modellers, software developers, environmental specialists, social researchers, designers and a diverse range of external stakeholders.

## Key Responsibilities

- Undertake business research, analyse industry trends and data, and generate reports, briefings, presentations, and other project materials.
- Produce high quality market research content on the markets, including market size forecasts, competitive information and recommendations.
- Collecting, understanding, and communicating the business requirements for the

project, and translating these into functional specifications
- To apply the use of standards, methods and tools for requirements capture, process modelling, fit-gap analysis, risk/impact evaluation, etc.
- Develop value propositions and business models for new technologies, products and services.
- Support the formulation of roadmaps to overcome market barriers and maximise market benefits.
- Creating detailed business analysis, outlining problems, opportunities and solutions
- Write business plans to guide implementation of project findings.
- Lead investigations, stakeholder analysis, requirements analysis, feasibility studies and impact assessments.
- Document workflows and results of business analysis
- Produce high quality reports.

## Required skills and experience

- Experience of working in a commercial or business led environment.
- In depth understanding of research methodologies and/or strategic analysis.
- Strong analytical skills with sound understanding of and passion for undertaking research.
- Commercial acumen and analytical skillset.
- Experience of methods and techniques for capturing and defining business requirements.
- Experience of creating appropriate value propositions and designing business models.
- Attention to detail
- Proficient in Business Process Analysis.
- Evidence of analysing and documenting complex business processes.
- Ability to produce high quality written reports and presentations.
- Organised and capable of delivering in a fast paced and creative environment.
- Good communication and interpersonal skills.
- Must be able to manage own time and work priorities.

### *Desirable:*

- Experience of undertaking financial analysis may be useful.
- Geospatial analysis is one of the key techniques that we use to understand the impact on place. Experience of undertaking geospatial analysis and working with systems such as ARC-GIS is desirable, but not essential, for this role.
- Data analysis and/or visualisation experience using python or other statistical and programming software is also desirable (but not essential) for this role.


To apply for this role please email us on jobs@cp.catapult.org.uk with your CV and covering letter attached quoting the ref: **CPC440**