



Business Analyst **Delivery and Optimisation Team (IT&T)**

Location: Hove (3 days in office minimum – flexible/hybrid working)

Salary: up to £50,000 DOE

Role overview

The Business Analyst role within the Delivery and Optimisation team focuses on understanding how IMEX works today and identifying where processes, systems, and ways of working can be improved. The role turns business challenges into clear requirements, helping teams make better decisions about what to change, why it matters, and what a good outcome looks like.

You will work closely with teams across the business to understand challenges, explore best practice, and shape ideas into clear, well-defined requirements. Acting as a bridge between business stakeholders, the D&O team or external developers, you will support the development of solutions that are practical, scalable, and aligned with business needs.

This role is for someone who can turn business problems into clear requirements and practical improvements. They will not be expected to build technical solutions themselves, but they will need to understand enough about systems, processes, and stakeholder needs to shape the right solution with others.

Key responsibilities

- Work with IMEX team and clients to identify inefficiencies, challenges, and opportunities for improvement across IMEX processes and systems
- Facilitate workshops and conversations to understand current ways of working and define future needs
- Conduct research and competitor analysis to bring new ideas and insights into the business
- Gather, document, and validate business requirements with stakeholders
- Translate business needs into clear user stories, functional requirements, and acceptance criteria
- Work closely with D&O to shape solutions and support the creation and sign-off of technical requirements
- Ensure alignment between stakeholders throughout the lifecycle of a piece of work
- Support continuous improvement by feeding back learnings and identifying further optimisation opportunities



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Essential skills and experience

- Experience in business analysis, process improvement, or a similar role
- Strong stakeholder engagement and communication skills
- Ability to break down complex problems into clear, structured outputs
- Experience gathering and documenting requirements in a clear and practical way
- Confidence facilitating workshops and guiding discussions
- Strong attention to detail and ability to follow processes through end to end

Desirable skills and experience

- Experience working with digital platforms, CRM systems, or event technology
- Experience writing user stories and working with development teams
- Exposure to tools such as Microsoft Dynamics, Azure DevOps, Power Platform, or similar
- Experience conducting competitor or industry research
- Familiarity with Agile or iterative delivery approaches

Mindset and outlook

- Curious and proactive, with a desire to understand how things work and how they can improve
- Collaborative, building strong relationships across teams and disciplines
- Structured in approach, but flexible in adapting to different challenges
- Comfortable challenging existing ways of working in a constructive and thoughtful way
- Focused on delivering practical outcomes that make a real difference to the business
- Open to feedback and continuous learning



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What success looks like in the first 12 months

- Built strong, trusted relationships with stakeholders across IMEX
- Developed a clear understanding of key systems, processes, and business priorities
- Delivered well-defined requirements that enabled smooth and effective solution delivery
- Identified and contributed to meaningful process or system improvements
- Become a reliable link between business teams and D&O, ensuring clarity and alignment
- Played an active role in embedding a culture of continuous improvement

Why this role matters

This role plays a key part in ensuring IMEX continues to evolve and improve. By identifying opportunities, shaping ideas, and enabling effective delivery, the Business Analyst helps ensure that time, effort, and technology investment are focused on the areas that will have the greatest impact.

It connects business needs with technical delivery—helping IMEX work smarter, more efficiently, and more effectively.



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