

SPITFIRE INBOUND (PTY) LTD

BUSINESS ANALYST

REPORTS TO: Lead Solutions Architect

JOB DESCRIPTION

ROLE PURPOSE:

The Business Analyst is responsible for analysing business processes and data to help clients set benchmarks, establish goals, and develop a clear direction for growth. The role involves using data insights to support strategic decision-making

ROLE TASKS & RESPONSIBILITIES:

Data Analysis and Reporting

- Collect, organise, and analyse data from various sources to identify trends and insights that will guide business decision-making.
- Prepare comprehensive reports using Excel and Power BI, presenting data in a way that supports the company's strategic goals and objectives.
- Conduct in-depth analyses to uncover opportunities for business improvement, helping management set clear benchmarks and KPIs.
- Assist in building a north-star metric to ensure that all business activities align with the long-term vision and success of the organisation.

Business Strategy Development

- Collaborate with clients to help define the overall direction of their business by providing data-driven insights and recommendations.
- Contribute to Growth-Aligned Strategy Development

Partner with clients to design business strategies that support organisational growth targets, customer needs, and emerging market opportunities. Translate business vision into actionable solution roadmaps and technology architecture.







• Refine Business Goals Using Data-Driven Insights

Analyse performance metrics and operational data to validate strategic assumptions, identify improvement opportunities, and support refinement of business objectives. Ensure solutions and initiatives align tightly with both short-term performance drivers and long-term strategy.

Facilitate Strategic Planning & Prioritisation Workshops

Lead structured strategy and planning sessions with cross-functional stakeholders, presenting insights, trends, and solution recommendations. Use data storytelling and facilitation best-practices to focus discussions, validate priorities, and guide decision-making.

Project Coordination

• Provide operational support by overseeing the coordination of specific projects, ensuring tasks are completed on time and meet business objectives.

- Monitor the progress of projects and report on key milestones, supporting management in decision-making throughout the project lifecycle.
- Collaborate with different departments to ensure the successful execution of projects, adjusting timelines and deliverables as needed.
- Analyse project data to inform future strategies and improve project outcomes.

Stakeholder Relationship Management

- Build and maintain relationships with Senior clients, stakeholders and technical executives, internal teams, partners, suppliers, and clients to support collaborative work across the business.
- Engage regularly with different stakeholders to ensure alignment between business objectives and operational execution.
- Manage expectations across the business, keeping stakeholders informed of progress and any changes that may affect the overall strategy.
- Foster open communication with key stakeholders, facilitating discussions that lead to better business outcomes.

•

Innovation and Initiative

- Take initiative in identifying potential areas for business improvement through data analysis, providing management with recommendations for change.
- Apply creative and out-of-the-box thinking to solve complex business challenges, introducing new ideas that contribute to growth and efficiency.
- Stay updated on industry trends and new technologies that could enhance business performance, sharing insights with the team for consideration.

Learning and Development



+27 72 031 1190





www.spitfireinbound.com

- Continuously improve skills in data analysis, business strategy, and project management through ongoing training and professional development.
- Leverage on online courses and certifications to stay updated with the latest tools and best practices in business analytics.
- Actively seek feedback from peers and managers to enhance personal performance and contribute more effectively to business objectives.

TECHNICAL SKILLS:

- Technical solution design & delivery
- CRM Architecture Knowledge.
- CRM Implementation Experience.
- CRM Integration Experience.
- API Experience and Knowledge.
- Dataflow and ERD Design Experience.
- Advanced knowledge of Excel for data manipulation and analysis.
- Strong analytical skills to interpret complex data sets and provide actionable insights.
- Experience in project management principles and methodologies.
- Ability to work with data to identify key trends, inform decision-making, and support strategic planning.

BEHAVIOURAL COMPETENCIES REQUIRED:

Critical

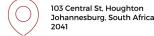
- Technical Delivery
- Interpreting Data
- Managing Tasks
- Taking Action
- Developing Strategies
- Providing Insight
- Examining Information
- Interacting with People
- Making Decisions
- Seizing Opportunities
- Strategic

Important

- Team-Working
- Developing Expertise
- Generating Ideas
- Documenting Facts
- Inviting Feedback



+27 72 031 1190





www.spitfireinbound.com

We value our employees and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication and understanding online marketing and business development in a fast-paced and exciting setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals throughout the company and industry.





