SPITFIRE INBOUND (PTY) LTD

BUSINESS ANALYST

REPORTS TO: Lead Solutions Architect

JOB DESCRIPTION

ROLE PURPOSE:

The Business Analyst / Solutions Architect is responsible for analysing business processes, data, and technology to architect scalable, efficient, and growth-aligned solutions for clients.
This role bridges business strategy, process optimisation, and technical architecture — transforming business requirements into actionable solutions that deliver measurable impact across marketing, sales, service, and operations ecosystems.

The position combines strategic analysis with solution design, leveraging CRM systems (particularly HubSpot) and integrated platforms to enhance customer experience, streamline operations, and support data-driven decision-making.

ROLE TASKS & RESPONSIBILITIES:

Business & Strategy Analysis

- Collaborate with clients and internal teams to define business direction, identify needs, and shape data-driven strategies.

- Analyse clients' existing business processes and systems to uncover inefficiencies, risks, and opportunities for optimisation.

- Facilitate client workshops and discovery sessions to gather requirements, map "as-is" and "to-be" business processes, and align technology solutions to strategic objectives.

- Refine client's business goals using operational data, performance metrics, and insights to inform roadmap development.

Solution Architecture & Design

- Architect and document scalable CRM and integrated technology solutions that align with client requirements, processes, and data models.

- Design data flows, integrations, and automations between CRM systems and third-party tools (e.g. HubSpot, Salesforce, invoicing, project management, ticketing, or analytics platforms).

- Produce key artefacts:

  o Entity Relationship Diagrams (ERDs)

  o Data transformation and mapping documents

  o Functional specifications and solution blueprints

- Define and validate architecture through User Stories and User Acceptance Testing (UAT), ensuring technical and business alignment.

- Support development teams in implementing and optimising system integrations.

Project Leadership & Coordination

- Co-manage and/or support multi-phase implementation projects (typically 3–6 months), ensuring on-time, in-scope, and on-budget delivery.

- Implementation and optimisation of CRM and automation systems, supporting adoption, change management and Implementation.

- Support cross-functional stakeholders (from C-suite to technical teams) to ensure strategic and operational alignment.

- Produce and support deployment plans, documentation, and user guides to ensure smooth handovers and continuity.

Data & Performance Analytics

- Use analytical tools (Excel, HubSpot, CRM reports, BigQuery, Looker, Databox, Power BI) to generate actionable insights and measure solution impact.

- Work with internal and external stakeholders to establish key performance indicators (KPIs) and success measures that evaluate the ROI and business impact of implemented solutions.
- Ensure data integrity, accuracy, and security in all integrations and systems.

- Translate complex data sets into clear recommendations for process or technology improvement.

Continuous Improvement & Innovation

- Stay current with emerging CRM technologies, APIs, and integration tools to enhance the solution offering.

- Participate in internal learning and development, contributing to best-practice frameworks and reusable templates.

- Mentor junior team members and support certification initiatives (especially in HubSpot and integration platforms).

- Identify and champion new technologies and methodologies that improve efficiency and client outcomes.

Technical Competencies

- CRM Expertise: Deep understanding of HubSpot CRM (preferred), Salesforce, or equivalent.

- Experience in Integration & Architecture:

    o   API-based integrations

    o   Dataflow and schema design

    o   ERD and data mapping documentation

- Solution Implementation experience: HubSpot configuration (Sales, Marketing, and Service Hubs), workflow automation, and data migration.

- Analytics & Reporting: Advanced Excel, Power BI, or equivalent tools for analysis and insight generation.

- Project Management: Experience working with project management software tools. Preferably, the candidate should have experience across Agile and Waterfall methodologies, including sprint-based delivery, user story creation, and managing acceptance criteria.

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TECHNICAL SKILLS:

- Client satisfaction.

- Successful delivery of solution architecture projects on time and within scope.

- Quality and accuracy of documentation and technical designs.

- Data-driven ROI improvements across implemented systems.

- Contribution to team learning, knowledge sharing, and process optimisation.

- Proven experience with CRM implementation and data integrations (HubSpot preferred).

- Experience in a consulting, technical agency, or B2B SaaS environment.

- Exposure to API documentation, data governance, or RevOps strategy.

- Familiarity with automation tools and integration middleware (Zapier, Make, custom APIs).

BEHAVIOURAL COMPETENCIES REQUIRED:

- Analytical and detail-oriented; able to interpret complex business and data scenarios.

- Strategic thinker who can translate abstract goals into tangible solution roadmaps.

- Proactive, innovative, and adaptable to change.

- Excellent communication and facilitation skills; able to engage both technical and executive audiences.

- High emotional intelligence, collaborative mindset, and client-centric approach.

- Strong documentation and presentation abilities.

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

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professional environment and have ample opportunity to network with department leaders and other professionals throughout the company and industry.