



Shepherds Friendly is a modern mutual society, offering a variety of adult and children's financial products and services such as ISAs, savings plans, life insurance and income protection. Located in south Manchester in the heart of Cheadle village, the Society has been providing financial security to members for almost 200 years.

Guided by our values of working together, doing the right thing, and making a difference, we are committed to delivering a service which helps our members plan their finances and secure their family's future. In a world of financial complexity, we believe in the power of simplicity.

We are currently recruiting for a **Business Analyst (Consumer Platforms)** within the Change department to join our team of talented individuals.

Purpose of the role:

- Define and elicit requirements to support digital change across our mobile app and websites, aligning with the Society's overall goals and long-term strategy.
- Work closely with the UX team and the wider Society to translate member needs and pain points into clear user journeys, user stories and functional requirements, acting as the bridge between technical teams and business functions.
- To deliver the requirements of your role in line with the Society's culture and values and the principles outlined in the Society's Consumer Duty policy (as appropriate to your role).

In this role you will be responsible for:

Requirements & Documentation:

- Capturing, defining and maintaining business and functional requirements for digital change activity — covering mobile app features, website updates and platform changes — ensuring traceability from discovery through to delivery.
- Creating clear documentation including process flows, BPMN diagrams, requirements catalogues and Confluence pages that articulate existing processes, pain points and desired outcomes.
- Ensuring that all requirements align with FCA Consumer Duty obligations.

User Journeys & UX Collaboration:

- Working alongside the UX team and internal stakeholders to map, analyse and improve end-to-end user journeys across the mobile app and websites, contributing a BA perspective on feasibility, requirements and regulatory implications.
- Translating member insight and pain points into well-structured user stories and acceptance criteria ready for development.

Agile Delivery:

- Actively contribute to agile ceremonies - sprint planning, backlog refinement, stand-ups and retrospectives - working closely with developers and the Product Owner to ensure user stories are well-defined and releases are well-evidenced.
- Support testing phases, collect relevant feedback and coordinate product/process sign-off from business stakeholders.

Stakeholder Engagement:

- Engaging with stakeholders across the Society — through workshops, requirements-gathering sessions and interviews — to surface insight, manage expectations and ensure digital solutions meet business needs.
- Occasionally liaising with external parties, where required, and carry out other duties as assigned by your line manager from time to time.

We are looking for someone who has:

Essential:

- Proven experience as a Business Analyst in a digital product, platform or technology team, with solid agile delivery knowledge — comfortable across sprints, backlogs and ceremonies.
- Hands-on experience with Jira and Confluence, strong process mapping skills (BPMN or equivalent), and the ability to write clear user stories with meaningful acceptance criteria.
- User-first mindset with strong communication skills — able to think in journeys and outcomes, and translate technical concepts into plain language for varied audiences.
- Excellent problem-solving skills and attention to detail; enthusiastic, proactive and comfortable operating in small, fast-moving teams.

Desirable:

- Experience in a Financial Services environment, with familiarity with FCA Consumer Duty or relevant regulatory frameworks.
- Exposure to UX research methods or working embedded within a UX team, and experience contributing to mobile app or web product delivery.

Most importantly, we offer:

- Salary: Competitive
- Company Pension Scheme – 8% employer contribution
- Flexible working hours with the option to work from home.
- 25 days annual leave plus bank holidays
- An extra day off for your birthday
- Access to wellbeing support services through Nuffield Health and Health Assured including access to 24/7 online GP, discounted gym membership, mental health support, free eye tests and flu vaccinations.
- Company benefits including life insurance, healthcare cash plan, four paid well-being days, and various social and charitable events throughout the year including a volunteering day at a charity of your choice.
- Optional benefits including cycle to work scheme, holiday trading, etc.
- 4pm finish on Friday!

If you think this role would be a great fit for you, please submit your CV and cover letter now to careers@shepherdsfriendly.co.uk For further information, please contact 0800526249.

Diversity, Equality and Inclusion

The Society strives to build and nurture an inclusive culture that encourages, supports and celebrates the diverse voices of our people to connect with our members and the communities we serve. We offer a range of family friendly, inclusive employment policies and practices, flexible working arrangements, employee engagement initiatives and office facilities and services to support people from different backgrounds.