

TECHNICAL BUSINESS ANALYST

REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Customer Way Operations Director	New Zealand	Nil	Export Customers

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

Customer Way is NZTE’s operating model for delivering aligned and consistent value to customers. As Customer Way evolves, it needs to be supported by effective digital products, trusted customer data and emerging AI-enabled ways of working.

This role is the primary business-analysis specialist for Customer Way-related CRM, customer-data, adjacent-system initiatives and their underlying data to understand how the Customer Way processes operate in practice, translate business needs into system and data requirements, and identify where processes, system behaviour or data are not delivering the intended outcome.

This role is accountable for the quality of customer data within the Customer Way context and for establishing and coordinating a customer-data quality programme in partnership with Digital & Data. This includes making data-quality issues visible, analysing their causes and impacts, defining business rules and quality expectations, and coordinating sustained improvement activity with the appropriate business and technical teams.

WHAT’S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- Maintain deep working knowledge of Customer Way processes, CRM, adjacent systems and customer-data flows, using the systems and data regularly to understand how business processes operate in practice.
- Translate Customer Way needs and process changes into explicit business, system and data requirements, including business rules, data definitions, user stories and acceptance criteria.
- Act as the business data steward for Customer Way data, working with Digital & Data and relevant business owners to ensure data is understood, fit for purpose, and meets data quality, consistency and compliance requirements.
- Investigate customer-data, CRM and process issues across systems, using appropriate data interrogation and analysis to identify patterns, root causes, impacts and dependencies.
- As the Data steward for the Customer Way, uphold the business meaning, intended use, ownership and lifecycle of priority Customer Way data, and actively represent Customer Way requirements in relevant data-governance activity.

TECHNICAL BUSINESS ANALYST

- Assess how proposed CRM and adjacent-system changes will affect Customer Way processes, customer data, integrations, reporting, controls and users.
- Support solution design, testing and business acceptance by providing business and data context, resolving requirements questions and confirming that changes meet the intended outcome.
- Partner with Customer Way, Digital & Data, Product and customer teams to resolve systemic issues, clarify responsibilities and improve CRM processes, system use and customer-data quality.

Success in this role means:

- Customer Way processes and business rules are accurately reflected in CRM and adjacent systems.
- Customer data within the Customer Way context is reliable, clearly defined and fit for its intended use.
- A coordinated customer-data quality programme is established with Digital & Data and produces sustained, visible improvement.
- Material customer-data and system issues are identified early, understood at their root cause and progressed through accountable teams.
- Business, data and technical requirements are clear and enable effective system changes and improvements.
- Customer Way, Digital & Data, Product and customer teams have clear responsibilities and work effectively together on CRM and customer-data priorities.
- Proposed and delivered system changes consider their end-to-end effects on processes, data, reporting, controls and users.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- Strong applied knowledge of CRM platforms, customer-data structures and system interactions, with the confidence to work deeply and regularly within complex business systems.
- Proven experience in data stewardship or data-quality management, including defining quality expectations, identifying systemic issues and coordinating sustained improvement activity.
- Strong business and process-analysis experience, including translating business processes into clear system, data and functional requirements.
- Strong analytical and data-investigation skills, with the ability to interrogate data, recognise patterns and diagnose root causes across processes, systems and data.
- Strong systems thinking and technical literacy, including an understanding of system dependencies, data flows, integrations, controls, reporting impacts and change implications.
- Experience defining business rules, data definitions, user stories, acceptance criteria and other documentation used by business and technical delivery teams.
- Proven ability to work across business, Product and Digital & Data teams, facilitate complex discussions, clarify ownership and challenge constructively.
- Strong written and verbal communication, sound judgement and the ability to operate effectively through ambiguity and competing priorities.
- Experience with Microsoft Dynamics 365, Dataverse or comparable enterprise CRM platforms and customer-data structures.

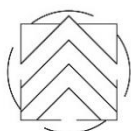
TECHNICAL BUSINESS ANALYST

- Experience establishing or coordinating a cross-functional data-quality programme and contributing to data-governance forums.
- Familiarity with data-query, profiling or analytical tools used to investigate data quality, without requiring software-development expertise.
- Experience supporting digital-product delivery, system testing or AI-enabled process and product initiatives.

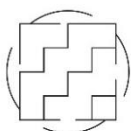
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

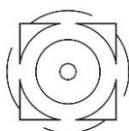
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



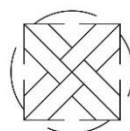
AMBITION
Drives us



ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as *"enhancing mauri to deliver impact"*.

TECHNICAL BUSINESS ANALYST



**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

LIVE THE PURPOSE

ENHANCE MAURI

We know ourselves
and others.

We nurture diversity,
inclusion and belonging.

We generate energy.



DELIVER IMPACT

We build high
performing teams.

We anticipate and
own change.

We create clarity.

MODEL THE CHARACTERS