

Position Description

POSITION	Business Analyst		
REPORTS TO	Chief Financial Officer	DIRECT REPORTS	NIL
KEY STAKEHOLDERS	Internal: - Finance Team - Operations Leaders - SteerCo & Leadership Team - Park Managers External: - Consultants for technical support - Business Aystem Account Representatives		
PURPOSE	The Business Analyst is responsible for gathering, analysing, and translating business requirements into actionable insights and solutions. The role focuses on bridging the gap between business needs and technology solutions by leveraging data, reporting, and process analysis. The Business Analyst works closely with stakeholders to ensure accurate, accessible, and meaningful information is available to support effective decision-making.		
BUSINESS DRIVERS	<i>The key inputs and activities of a Business Analyst that drive results of Reflections Holidays.</i> <i>Analyst – Draws conclusions and makes recommendations based on qualitative or quantitative data.</i> <i>Cross-Functional Liaison</i> – Builds and leverages relationships with individuals from other work groups to coordinate internal resources and accomplish shared goals. <i>Policy/Regulation Champion</i> – Ensures that others follow the rules, guidelines, and regulations. <i>Quality Assurance</i> – Examines outputs for quality, accuracy, and completeness; responds quickly to correct quality problems		
COMPETENCIES	Business Acumen: <i>Continuous Improvement</i> – Originating action to improve existing conditions and processes; identifying improvement opportunities, generating ideas, and implementing solutions. <i>Decision Making</i> - Identifying and understanding problems and opportunities by gathering, analysing, and interpreting quantitative and qualitative information; - Choosing the best course of action by establishing clear decision criteria, generating and evaluating alternatives; and - Making timely decisions; taking action that is consistent with available facts and constraints and optimises probable consequences.		

KEY RESPONSIBILITIES

- **Managing Work** - Effectively managing one's time and resources to ensure that work is completed efficiently.
- **Monitoring Information** - Setting up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it.
- **Planning and Organising** – Establishing an action plan for self and others to complete work efficiently and on time by setting priorities, establishing timelines, and leveraging resources.

Interpersonal Effectiveness:

- **Building Partnerships** - Developing and leveraging relationships within and across work groups to achieve results.
- **Earning Trust** –
 - Gaining others' confidence by acting with integrity and following through on commitments while disclosing own positions; and
 - Treating others and their ideas with respect and supporting them in the face of challenges.
- **Influencing** - Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes.
- **Quality Orientation** – Accomplishing tasks by considering all areas involved, no matter how detailed; showing concern for all aspects of the job; accurately checking processes and tasks; being watchful over a period of time.

Business Partnering

- Engage with stakeholders across the business to gather, document, and prioritise requirements for reporting, analytics, and process improvements.
- Analyse business processes, systems, and workflows to identify opportunities for efficiency, automation, and enhanced reporting.
- Provide training and support to end-users on BI tools and reporting platforms.
- Develop and maintain interactive dashboards and reports (e.g. Power BI) to provide insights that support strategic decision-making.
- Translate complex data concepts into clear, actionable insights for non-technical stakeholders.
- Monitor and evaluate KPIs and metrics to measure the effectiveness of business initiatives.

Data & Data Platform Management

- Assist in the adoption and use of Microsoft Fabric for data integration, reporting, and analytics.

	• Support the setup and maintenance of Fabric workspaces, pipelines, and datasets under guidance from senior team members. • Learn and apply Fabric features (e.g., dataflows, lakehouse, OneLake storage) to deliver accessible and consistent reporting solutions. • Collaborate with data and technical teams to ensure data integration, transformation, and reporting solutions meet business needs. • Ensure accuracy, consistency, and governance of business data used for reporting and analytics. • Support testing, validation, and implementation of new systems, processes, or reporting solutions. • Stay updated on industry best practices, emerging BI tools, and business analysis methodologies.
SELECTION CRITERIA	Essential: • Tertiary qualifications in Business, Information Systems, Business Analytics, or a related field. • Proven experience as a Business Analyst or in a similar role involving data-driven decision-making. • Strong analytical and problem-solving skills with the ability to turn business needs into actionable insights. • Proficiency in reporting/BI tools (e.g., Power BI, Tableau, Qlik, Looker). • Experience with SQL and working knowledge of relational databases is desirable. • Excellent communication and stakeholder management skills, with the ability to simplify technical concepts. • Experience documenting business processes, workflows, and requirements. • Ability to manage multiple projects and priorities in a fast-paced environment. Desirable: • Experience documenting business processes, workflows, and requirements. • Familiarity with data modelling, data warehouses, and ETL processes. • Understanding of data governance, compliance, or risk management frameworks. • Knowledge of predictive analytics, machine learning, or advanced statistical techniques.
REFLECTIONS HOLIDAYS VALUES	<i>How our company values apply to all employees</i>
GROW TOGETHER	When we work as a team, everyone benefits. We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.

SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	In partnership with others, we achieve better outcomes. We believe everyone can make a difference in the lives of people, places, and our planet.
CARE DEEPLY	We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.
ACKNOWLEDGEMENT: I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.	
SIGNATURE:	
DATE:	