JOB DESCRIPTION

Section 1: General information	
Job title:	**Business Analyst (Business Central)**
Department:	**IT**
Reports to:	**Lizzie Halfyard - Head of Business Change**
Line manager responsibility for:	**Head of Business Change**

Section 2: PenCarrie's story and purpose

PenCarrie's story:

With over 35 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.

PenCarrie's purpose:
The partner that enables exceptional customer success.

Section 3: Purpose and responsibilities of the role

Main purpose of role:
The Business Analyst will play a pivotal role in ensuring PenCarrie maximises the value of its Microsoft Dynamics 365 Business Central investment. This fixed term role will focus exclusively on Phase 3 of the implementation of the S&P programme which primarily relates to the processing of Sales Orders within Business Central.

The role will shape the Phase 3 requirements approach, translate business needs into clear requirements, lead the definition of future-state business processes and ensure proposed changes deliver measurable operational value.

The role will work exclusively with S&P programme stakeholders, implementation partners and internal teams to gather and document requirements for Phase 3 of the programme.

Main responsibilities:

- Support the definition, prioritisation and refinement of requirements and deliverables for Phase 3 of the Business Central implementation, ensuring alignment with S&P programme objectives.
- Build and maintain strong relationships with S&P stakeholders especially Subject Matter Experts
- Gather, analyse and document future state process flows.
- Collaborate with implementation partners, third-party suppliers and internal technical teams to design and deliver effective solutions.
- Support the Business Central roadmap, helping stakeholders understand upcoming changes, dependencies, benefits and business impacts.
- Act as the primary functional expert for Business Central, building deep knowledge of system capabilities and promoting best practice use of the platform.
- Support business readiness activities, including training, communications and adoption of new processes and system capabilities.
- Support the Test Manager in the creation of test cases, test scripts and the execution of test cycles.
- Monitor and evaluate delivered changes to ensure expected business outcomes and benefits are achieved.

- Work closely with Project Managers and business leaders to identify risks, issues and dependencies and support successful project delivery.
- Support best practice business analysis, requirements management and change processes across the Business Change function.
- Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Section 4: Person specification

Knowledge, skills and experience required:

Essential

- Proven experience as a Business Analyst working on ERP implementation programmes.
- Demonstrable experience of requirements elicitation, workshop facilitation, current-state analysis and future-state process design within Microsoft Business Central or comparable ERP implementations
- Effective facilitation and negotiation skills including reaching consensus and managing conflict.
- An understanding of business analysis tools, techniques, approaches, and methodologies relevant to software delivery.
- Exceptional verbal and written communication skills including the ability and confidence to present complex ideas clearly to technical and business clients.
- Effective understanding and management of change control within a project.
- Working knowledge of Agile, Scrum and Waterfall project frameworks, concepts and methodologies.

Desirable

- Attainment of, or working towards, a BCS Business Analysis certification or equivalent.
- Technical analysis skills and experience.
- Experience of using ticket management tools such as Jira, Microsoft DevOps etc.
- Understanding of ITIL Framework, concepts, and terminology.
- Experience of the latest UX and UI principles and relevant standards.
- Previous experience working in a B2B environment

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

JOB DESCRIPTION

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Section 5: Job description prepared by

Job title: Programme Manager
Date: 19/10/2026