



Experian is a FTSE 100 company and a global leader providing information solutions in consulting, data analysis, credit scoring, related decision support software and various marketing solutions. Employing over 15,000 people in approximately 40 countries, Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy around the world.

Line of Business	<b>Experian Marketing Services</b>
Department:	Experian Hitwise Global Product Development and Delivery (GPDD)
Position Title:	Business Analyst/Functional Designer
Report To:	VP, Product Management
Work Location:	Melbourne

**Experian Hitwise** is our global online audience measurement and competitive intelligence product line providing insights on how over 25 million internet users interact with millions of websites daily. We work with some of the largest commercial datasets measuring petabytes of online behavior on a monthly basis, all collected via a global distributed processing platform of hundreds of servers and measurement points. Our products provide online marketers the tools to maximize campaign performance and better tactical and strategic decision making.

Hitwise GPDD requires a Business Analyst/Functional Designer to work in the Product Management team to assist with Researching, evaluating and making strong recommendations on product concepts to expand our business. In this role, you will:

- Develop requirements and communications on Hitwise products from conception through to launch
- Evaluate all inbound product information and help define product specification
- Research and make recommendations on market needs by capturing needs and opportunities with the assistance of a variety of stakeholders in the local region
- Perform Business Analysis functions to draw conclusions on patterns of usage, sales, feedback and opportunities across regions
- Contribution to ongoing process development and improvement
- Collect and document usage scenarios, product use cases, functional requirements and user roles and personas.

Job Requirements:

- Strong understanding of Hitwise products
- Detailed understanding of the core market and applications of existing product ranges and competing products and companies in each space
- Experience within product development lifecycle, product and project management (including the agile development methodology)
- Previous experience working across regions and business units
- Effective communication skills
- Passion for technology and product management.

We offer successful applicants an attractive remuneration package. Interested parties should send a covering letter outlining how you meet the job requirements and a full resume to [careers@au.experian.com](mailto:careers@au.experian.com) and quote the vacancy ref. number above.

Only short-listed candidates will be contacted. All information provided by the applicant will be treated in strict confidence and used for recruitment purposes only.

For more company details, please visit [www.experian.com.au](http://www.experian.com.au)