

Job Description

Business Intelligence Manager

Job Purpose

The mission of the Business Intelligence function is to identify and translate market opportunities into actionable recommendations to achieve individual, team and company revenue profit target. To support the Sales and Marketing departments in finding new ways to attract new customers, maximize value of existing customers, and retain the most profitable ones. Supporting the campaign target setting process and measuring the impact of campaigns and reporting to senior management

Accountabilities

- Build or develop Tech Data's market knowledge with a focus on understanding available market potential (i.e. PAM) and opportunity, market penetration (i.e. Share Of Wallet) and customer valuation (i.e. RFM) models:
 - Collect & analyze relevant pieces of customer information –
 - o cross-check internal and external information sources
 - o ensure adoption of consistent process/methodologies/source data (modelling, assumptions, use of external data sources)
 - o initiate and coordinate PAM collection activities
 - Determine the customer's lifecycle and value to the organization -
 - o integrate internal / external customer level data to measure / track customer value and buying behaviour (e.g. recency, frequency, SLAs)
 - o proactively identify actions to capture value (i.e. retain, develop and acquire)
 - Establish intuitive reporting methodologies, perform ad-hoc market analysis as required to support strategy and analyze performance -
 - o to allow management to drive sales force activities
 - o to maximize revenue opportunities via detailed customer knowledge
- Liaise between Sales and Marketing, as a central coordination function, to ensure sales agent activity is directed towards areas of maximum profitable revenue.
- Continuously produce actionable information for, both, Sales & Marketing in support of Retain, Develop and Acquire initiatives -
 - o Assist Marketing in preparation of customer lists for campaigning, ensure appropriate customer segmentation, and validate campaign offerings
 - o Help sales prioritize target groups for customer reactivation activities based on predefined criteria (e.g. Recency, Credit status...)
 - o Support Sales in customer acquisition through targeting prospects via segmentation techniques and Hunting campaign generation
 - o Define target group selection for product marketing based on specified criteria.
 - o Measure and feedback effectiveness of Sales and Marketing activities
- Provide second level approval for campaigns generated by Product Marketing-
 - o Attend weekly campaign planning meetings between Sales and Marketing
 - o Validate sales agents' call capacity, ensure all campaign elements are in place before campaign can be executed
 - o Release campaigns for execution or next level of approval and ensure deployment onto sales floor
- Central administration of Compass (i.e. CRM platform); align the local organization to ensure data quality and efficient processes.
 - Maintain and update customer, contact and profiling information
 - Collaborate with Marcom, Product Marketing and Sales to;
 - o Ensure all data sources are leveraged to maximise value
 - o Review data findings, analyse results and share recommendations
 - Single point of contact inside the local organization for end user issue escalation and resolution (knowledge gaps, defects, enhancements)

- Work with HQ functions (i.e. IT and business) to continuously evolve Compass' functionality, its local delivery and ensure the tracking and measurement of impact.
- Provide timely responses to European scorecard reporting

Organisation

Business Intelligence Manager reports to Country Manager.
Has no direct reports.

Level

(Middle) Management

Knowledge Skills and Experience

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Skills:

- Role Specific:
 - Customer/market orientated
 - Numerate, analytical, high attention to detail, able to prioritize
 - Ability to combine strong analytical skills with business knowledge
 - Excellence in planning and execution
 - Results orientated
 - Ability to develop and evolve long-term strategies while driving tactical projects
 - First-rate communication skills
- Self Management
 - Adapts readily to change in routine
 - Maintains a positive attitude
 - Works effectively in pressured situations
 - Comfortable in a fast paced environment
 - Reliable and dependable
 - Maintains productivity
 - Requires minimal supervision
- Interpersonal
 - Builds solid, effective working relationships with others within a team environment
 - Listens attentively to others
 - Works independently or collectively develop ideas and lead or contribute to initiatives that will support the attainment of revenue and / or attainment of market share

Knowledge:

- Masters degree preferred
 - IT industry knowledge preferred
 - SAP CRM
 - SAP R3
 - SAP Business Warehouse
 - Excel, Word and Outlook (programming languages desired)
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