

BFCBHRJ-076 – Sales & Marketing Analysis Manager – Group | BFC Group | Bahrain

About the role:

The job holder is responsible for leading the analytical capability of the Group. Ensuring all interpretation of data sets within the business is correctly followed, answering questions from the wider business around the data, its uses and effectiveness, and then looking at trends and recommending ways they can use the data to improve the business in general. The role will also be responsible for data quality in terms of business use and will lead Group in CRM and Business Intelligence from an analytical reporting perspective. The role is responsible for using customer data from Fossil, CRM and external sources to generate analytics to drive optimum use of sales and marketing spend and provide higher ROI.

Your Responsibilities:

- Set a compelling vision for Sales & Marketing Analytics through working closely with the Group Head of Sales & Marketing, Group Senior Management and GM's to provide business intelligence and insights to enhance the strategy of the business.
- Lead the Sales & Marketing analytics to become a high-performing team, while driving professional development goals of the team.
- Prioritizing analysis such as: sales effectiveness, campaign analysis, website analytics, customer satisfaction and loyalty, ROI modeling, lifetime value analysis etc.
- Conceptualize, develop and deliver concise reports on customer strategy, sales and marketing supported through data analytics and business logic, and provide actionable sales and marketing insights related to customer behavior, customer demographics, campaign performance.
- Present proposals and make recommendations to the Group senior management.
- Provide subject matter expertise and guidance on CRM initiatives Customer engagement strategies to shape future CRM capabilities. Execute strategies, processes, and projects for CRM.
- Manage the internal relationship with IT on the delivery, access and build of any databases for Sales & Marketing.
- Identification of new analytical tools that will improve the output of the team, include testing and recommendation.
- Oversee the development of a competitor watch for the Group to understand key trends, business drivers, or metrics that influence BFC Group strategy.
- Work with your team to manage the end-to-end process: scope projects, build pipelines and datasets, synthesize results, create automated dashboards, and communicate an informed recommendation.

About You

- Masters Degree in Computer Science, Marketing, Business Administration
- Experience in using analytical tools such as SAS, PL/SQL, CRM.
- Minimum 5 years' knowledge and experience working with relational database concepts and technical data manipulation techniques including the use of SQL.
- Experienced in CRM Modeling, Analytics & Campaign Execution (MS Dynamics, SAS, Unica, Teradata, Oracle).