DSE®

Job Title: Business Analyst	**Location:** Hunmanby
Department: Marketing	**Contract:** Permanent
Reports To: Group Product Marketing Manager	**Direct Reports:** None

1.0 Job Summary & Role

This role has been created to assist with 3 key requirements within the business:

- Marketing research – new market, customer, competitor, product, channel research to feed into potential NPD projects

- Business analysis – looking at internal and external data sets to inform senior management on business, region and product trends, and suggest improvement areas for key metrics

- Tactical funnel growth – Actively identifying and developing early stage targets in conjunction with the sales team to increase sales efficiency and funnel growth

2.0 Key Responsibilities & Main Duties

This role will be accountable for:

- All elements of marketing research for the business, including but not limited to:

  o Market sizing
  o Channel analysis
  o Product benchmarking
  o Competitor analysis
  o OEM identification
  o Customer requirements analysis
  o Market growth rates

- Business analysis including but not limited to:

  o Product profitability reporting
  o Defining and building clear metrics for strategic initiatives
  o Segmentation and clear reporting of region and product sales performance
  o Quantification of business improvement opportunities identified
  o Developing CRM performance dashboards in conjunction with the sales function
  o Identification of cross sell / up-sell opportunities
  o Data support for DSM's and BDM's

- Tactical funnel growth including but not limited to:

  o Identification and qualification of key targets for upcoming product launches
  o Prioritisation of leads from website and other lead generation streams

o Segmentation support for direct marketing campaigns
o Regional targeting support for business development

3.0 Internal & External Relationships

This role will be required to interface with many different stakeholders across the business, and requires a good level of interpersonal skills to forge relationships for collaboration. In particular this role will need to work closely and collaboratively with the finance team to ensure data sources and outputs are consistent with those used in the financial reporting. Additionally this role will require some external relationship building skills to collect marketing data from customers and prospects.

4.0 Key Performance Indicators

This role will be measured on the following criteria:

- Achieving company sales targets
- Achieving company EBITDA targets
- Sales funnel growth
- NPD sales ramp
- Incremental sales growth

5.0 Essential/Desirable Factors

Knowledge	
Essential: • How to synthesise data into commercial value • How to present data to different stakeholders	Desirable: • How to incorporate data from different systems
Skills & Attributes	
Essential: • Advanced MS Office skills with a focus on Excel • Data interrogation and synthesis • Attention to detail • Using data first when presenting arguments • Report writing and administration of busines intelligence and management information systems	Desirable: • Pull information from different stakeholders effectively and on deadline • Market modelling skills
Experience	
Essential: • Developing relationships at different levels both internally and externally • Delivering recommendations based on quantified outcomes to senior management • Working under pressure	Desirable: • SME working culture exposure
Qualifications	
Essential: • Degree level business qualification	Desirable:

Created by	Dated Created
Gavin Turner (GPMM)	21/12/2020

This information has been discussed and agreed with the new employee as part of the onboarding process:

Job Holder

Signature   **Print Name**   **Date**

Line Manager

Signature   **Print Name**   **Date**