

I. Position Information

Position Title: Head of Business Intelligence		
Reporting to: Head of Product & Digital	Job Group: AVP	Location: Yangon
Division: Business Intelligence	Department: Product & Digital	Unit: MFS

II. Position Purpose

Head of Business Intelligence is to identify and translate market opportunities into actionable recommendations to achieve company targets; to support the Product, Sales, Marketing, Digital and Distribution teams in finding new ways to attract customers, maximize value and experience of existing customers and retain them; to feed all business units with reports and insights needed to run the business; to gather inputs on competition and industry trends.

Management of a small team (currently one Business Analyst, potential growth).

III. Key Responsibilities and Accountabilities

- Be the strategic partner to help frame business issues, providing strategic consultancy to shape business questions and define solutions;
- Proactively provide analytical expertise and insights that identify and maximize business opportunities for strategic development across the market;
- Deliver research and analysis in support of commercial priorities (e.g. forecasting, scenario planning, KPI tracking, Digital analytics on apps/user behaviour);
- Develop and own brand intelligence and relevant market intelligence (competition watch, industry trends);
- Mine and synthesize existing information to understand available resources for initiatives and determine gaps in knowledge/ content;
- Manage analytics side of marketing campaigns (provide inputs, follow-up and recommendations)
- Source expertise and resources both internally and externally to meet project requirements.
- Direct and manage the workload of flexible resources where appropriate.
- Closely partner with colleagues to ensure all resources are fully and appropriately leveraged to deliver robust solutions to business issues/ questions;
- Align and build strong collaborative working relations with other functions to ensure cohesive activities;

IV. Experience, Functional Skills and Knowledge Areas

Functional and Technical Competencies:

- Solid experience in Business Analytics and/or Commercial roles at mid to senior levels.

- Strong strategic and analytical skills combined with consultancy skills and robust understanding of the business planning cycle and processes;
- Strong business acumen, including a good understating of market trends and customers in the market
- Ability to translate analytics into actionable strategic recommendations and capacity to effectively communicate complex information and concepts to different types of audiences;
- Ability to partner successfully with Leadership Team, quickly building trust and credibility by setting a high visible example of professional excellence;
- Strong influencing skills, ability to lead work in a virtual and multi-cultural environment, often without direct line authority; Ability to lead teams assertively;
- Complex project management leadership skills and problem solving approach;
- Understands the operating environment and its business drivers across the market.
- Proven ability to act as a strategic consultant with commercial clients. Excellent communication skills with ability to clearly communicate the business relevance of technical subject matter.
- Strong team player, experienced with leading across a flat organization, gained through exposure to international and multi-cultural teams.
- Understands quantitative and qualitative research methodologies. Experienced in management of secondary data. Knowledgeable about study design and able to assess vendor technical capabilities.
- Proven ability to connect, integrate and distil analysis and data into a meaningful interpretation to drive strategic recommendations and enable commercial decision making. Capable of describing relevant caveats in data or in a model and how they relate to business question.
- Ability to be flexible, prioritize multiple demands and deal with ambiguity.
- Displays leadership behaviors in all interactions.

Technical skills and competencies:

- Fluent in English language (written and spoken)
- XL Master, Visual Basic
- Proficient with Databases and SQL requests
- Expertise in at least one specific Data Analysis Tool (SPSS, SAS)
- Ideally, proficient with Digital Analytics tool (Google Analytics)
- Customer Segmentation
- Campaign management and follow-up
- Educated to degree level or advanced degree in Sciences/ Quantitative field preferred.