

### I. Position Information

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|---|--------------------------------------|-------------------------|
| <b>Position Title:</b> Reporting & Analysis Manager |                                      |                         |
| <b>Reporting to:</b> Head of Sales Excellence       | <b>Job Group:</b> Level 2            | <b>Location:</b> Yangon |
| <b>Division:</b> Sales & Distribution               | <b>Department:</b> Sales & Marketing | <b>Unit:</b> MFS        |

### II. Position Purpose

To support business planning, strategy for Sales & Distribution Business. The role is to perform daily reporting, structuring pay-outs, data warehousing, data analysis on distribution. Working & mapping of correct township / village level data for sales actionable. He/she is required to interpret and analyse market data into actionable recommendations to achieve strategic goals and targets. Keeping a track over the performance & will be responsible for timely reporting.

### III. Experience, Functional Skills and Knowledge Areas

- Fluent in English language (written and spoken)
- Excel 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)
- Campaign management and follow-up
- Educated to degree level or advanced degree in Sciences/ Quantitative field preferred.

#### IV. Competencies

##### 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.

##### Operational Efficiency

- Willingness to be “hands-on” and practical knowledge of products
- Capacity to contribute to design and improve processes and engage with operational stakeholders
- Ability to work under operational constraints



## **V. Key Responsibilities and Accountabilities**

- Responsible for planning, target setting and monitoring for Sales & Distribution
- Support data for Strategy and planning for Distribution setup and dimensioning
- Be a strategic partner to help frame Sales & Distribution Business issues, providing and 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.
- Deliver reporting and analysis in support of commercial activities (e.g. forecasting, scenario planning, KPI tracking)
- Monitor and provide guidance to all channels to achieve sales and service targets
- Determine key gaps in market distribution and suggest actions
- Review and evaluate trade campaigns, channel activities and channel communications effectively, to ensure that marketing budget is being used effectively and efficiently and achieving the targets set
- Planning of new initiatives channel campaign launch, and new product or service launch into channels to ensure successful implementation
- Monitor and perform outsource management activities, to ensure service delivery, consistent performance and procurement policies
- Continuously update oneself with changes in related trend, which affect tools, processes, systems, and frameworks relevant to the role, in order to maintain knowledge levels required to perform complicated tasks
- Collaborate with other departments / teams to facilitate analysis and identify process improvement / cost reduction opportunities
- Collecting competition info on distribution pricing & commission
- Preparing monthly distribution deck & distribution analysis
- Capturing Market info from TSM & collation
- Monitoring & alignment of ware housing with distribution team member
- Preparing SIP data for sales TSM