

Role profile

Description of role and context

- Job title	- Senior Business Intelligence Analyst/Senior Data Analyst		
- Department/team	- Business Analytics	- Hours of work	- 37.5 hrs/wk
- Line manager	- Director, Business Analytics	- Line reports	- N/A

Role purpose

The Senior Business Intelligence Analyst/Senior Data Analyst is responsible for translating raw data into decision-relevant information and insights and plays a key role in building out the analytics competencies within our organization so that The Myers-Briggs Company (TMBC) can take full advantage of all available customer and transactional information.

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Key responsibilities

1. Analysis and Reporting

Provide business leaders throughout global organization, with special focus on Sales and Marketing, with information, insights, and processes for better decisions and better results.

- Respond to ad hoc data and reporting requests from internal customers, providing them with the insights they need to address their business problems.
- Build reports and dashboards based on user requests and business needs.
- Provide data mining, data modeling, and related analyses to drive forecasts, market segmentation, pricing decisions, and to monitor performance.
- Introduce tools, business processes and procedures to increase organizational efficiencies.

2. Customer Data Quality

Work continuously and proactively towards improving the quality of TMBC's global customer and prospect data within AX and Salesforce.com.

- Oversee and collaborate on global customer data audits and related cleansing activities. Wherever possible, automate data cleansing, de-duping, and associated reporting.
- Proactively monitor for problem areas and drive issue resolution.
- Spearhead TMBC's customer data enrichment activities.

- **This job profile is current as at the date shown below. In consultation with the post-holder it is liable to variation by management to reflect or anticipate changes in or to the job.**

Notes in italics should be deleted from the role profile before it is finalised.

Person specification

Experience

Essential:

- Minimum of 5 years of experience in a Business Intelligence, Data, Sales, or Marketing Analyst capacity. Prior experience supporting Sales and Marketing preferred.
- Exceptional analytical and quantitative skills, paired with great attention to detail.
- SQL proficiency required.
- Experience working with large data sets and performing complex data extractions and manipulations.
- Familiarity with advanced data mining and data visualization tools such as Tableau expected.
- com or comparable CRM automation experience a plus.
- Previous experience with data quality and data governance required.
- Innovative and adaptable with an interest in finding “better ways to do things”.
- Ability to prioritize multiple projects and work independently or as part of a team.
- Comfortable working in environments with little structure and sometimes conflicting priorities.

Qualifications / training

Essential:

- BA/BS degree in Economics/Econometrics, Mathematics, Statistics, Computer Science, Finance, or Business Administration, Marketing or Management with strong quantitative focus. MBA a plus.

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Summary of main terms and conditions of employment

- **The terms and conditions of employment applying to the position are as follows:**

Salary

- **Commensurate with experience**

Benefits

- 25 days paid holiday, plus up to five days unpaid leave per annum
- Free individual private healthcare and dental cover
- Group personal pension scheme where The Myers-Briggs Company matches individual contributions between 3% and 5% (eligible to join after three months)
- Life assurance, paying four times salary
- Parking available on site
- Employee Assistance Programme
- Long Term Disability Insurance

Notice period

- **The contractual notice period for staff in the above post is one month on either side during the first 12 months, increasing to two months thereafter.**

Probationary period

- **3 months**

Hours of work

- **37½ hours per week. Some adjustment to hours may be possible to accommodate those requiring flexibility.**

Date role profile updated: 06 Jan 2020