

JOB DESCRIPTION

S&M Data Analyst

POSITION PURPOSE

The S&M Data Analyst is responsible for the monitoring, gathering, analyzing and controlling of all sales and marketing related data in support to the Sales and Marketing department. The S&M Data Analyst will provide the necessary in- and output for the several Sales & Marketing Analyzing tools and will also support the S&M department in existing and new processes.

The S&M Data Analyst knows all processes and flows related to the CRM system and provides the necessary support to the S&M team.

ESSENTIAL DUTIES AND RESPONSABILITIES

1. Sales & Marketing Excellence

- Monitors KPI's and gathers data about all activities (visits, orders, coverage, trainings, meetings, averages, sickness, recuperation, holidays, etc.) of the Sales Force and maintains the concerned reports in Power BI for the S&M management
- Is the key-user of the Power BI-tool and creates new and improves existing reports.
- Learns and develops insights, stays up to date with regards to analytical tools (Microsoft Dynamics/Resco/Power BI/Tableau) that support the effectiveness and efficiency of our business.
- Actively facilitates administrative follow up of sales force activities by making clear dashboards and overviews.
- Provides visibility and data to the analysis of KPI's for the Sales & Marketing department in a sales & marketing dashboard and enables communication of this tool.
- Proactively converts data into actionable insights for S&M management
- Keeps all data up to date on a daily, weekly and monthly base.

2. Support in the Sales & Marketing department

- Provides support to the processes (pricing, customer segmentation, client data, target evaluation, ...) in the Sales & Marketing Department and optimizes the internal workflow.
- Prepares overviews and gives support to the preparation of the annual Budget and forecast process, brand planning and long range strategic plans.
- Monitors and provides monthly overviews linked with the marketing expenses budget and activities.

- Provides and presents analysis and commercial insights that enables fact based decision making.
- Key player for Ad Hoc projects & analyses within the company.

3. CRM

- Is the first point of contact for CRM users within the company.
- Administrates and maintains the CRM.
- Responsible for internal CRM training and organisation of CRM workshops for sales and marketing.
- Provide and accept data from external providers and transpose this to the CRM or dedicated reports

4. Personal development

- Maintain & develop personal abilities on all office related IT skills at a high professional level.
- Actively supports an open interdepartmental communication and collaboration.
- Plans, organises and enables a flexible job execution.

QUALIFICATIONS / KNOWLEDGE/EXPERIENCE

- ◆ Education: Bachelor or master degree in economics or equivalent by experience.
- ◆ Professional experience: ideally some years of experience in data processing/analysis, or sales and marketing statistics and support.
- ◆ Languages: linguistic skills: Dutch/French/English

COMPETENCIES / BEHAVIOURS

- ◆ Ability and willingness to gather and structure all data and performance statistics out of different data pools
- ◆ Knowledge of a BI tool (e.g. Power BI or Tableau) highly recommended
- ◆ Data processing/handling : correct and accurate handling of data (SAP, excel, CRM, IMS, ...)
- ◆ Excellent excel knowledge
- ◆ Knowledge of Microsoft Dynamics 365 is a plus
- ◆ Strong analytical skills
- ◆ Detail oriented and good with numbers
- ◆ Love for data and deadlines
- ◆ Eager to learn more about all office related software.
- ◆ Team player
- ◆ Ability to maintain confidentiality and protect company information
- ◆ Ability to interact and collaborate with all levels of employees in a professional manner
- ◆ Able to work independently, owner of the appointed task(s)
- ◆ Identifies with the Vision and Mission of Heel