
Business and Market Intelligence Manager – Maternity Cover Position

A key part of our growth/client strategy revolves around building more valuable relationships with our existing clients and nurturing new leads for conversion. This involves profiling and understanding their behaviours and needs better through more in depth and real time business intelligence. This role will provide support to the Marketing & Sales departments in order to identify and translate market opportunities into actionable recommendations to attract new customers, maximize value of existing customers, and retain the most profitable ones. Thus, this role will require the following skills:

- 1) Lead management – understanding from lead generation to conversion, and an outreach plan
- 2) Market intelligence – research and analytical skills. Ability to conduct
- 3) Business intelligence – advanced excel and SQL to be able to mine data from our CRM
- 4) Support with campaign management

About the IMI

IMI equips leaders to build the future through pioneering executive development that translates insight into action.

Offering businesses in Ireland the opportunity to partner with a locally based, world-class executive education provider, our over 200 corporate members reflect a broad spectrum of Irish industry from SMEs and public-sector bodies to the world's largest multinationals.

Thousands of senior executives attend developmental programmes at IMI annually, ranging from NFQ level 9 Masters and Diploma qualifications to one and two-day master classes. We also act as a business partner for organisations, providing customised education to meet unique business challenges in a rapidly changing world.

In 2016, IMI merged with University College Cork, combining UCC's expertise, relationships and global reach with IMI's global ranking, reputation for excellence, unparalleled business community network and scalable business model to deliver distinctive, world-class executive education.

Key Responsibilities

- Build or develop market knowledge with a focus on understanding business opportunities. Enhanced market intelligence and tracking of trends to remain aware of competitive offer and inform our NPD process
- Provide insight to support the customer's lifecycle, buying behaviour and anticipate actions to capture and enhance customer value
- Generate reports on sectoral and company information to support business development needs

IMI is strongly committed to protecting your personal information and we process and protect your personal data in accordance with our Privacy Notice which can be accessed on our website at the following address <http://www.imi.ie/about-imi/careers-imi>

The IMI is an equal opportunities employer

- Perform offline analysis of large data sets.
- Evaluate big data technologies
- Source and qualify target lists from external sources as well as our own database
- Collate and manage leads generated via campaigns. Create a contact plan for the lead management process and then coordinate and track with various owners to map the movement
- Understand user behaviour of new and existing to enable conversion.
- Generating reports and analysis on existing clients - Profiling, targeting and cleaning our database more effectively (will require advanced excel knowledge and SQL)
- Design and run surveys to do ongoing market research on customer experience, needs and wants and for NPD
- Establish reporting methodologies, perform ad-hoc database analysis to support strategy and analyse performance
- Continuously produce actionable information in preparation of customer lists for campaigning
- Designs work flows and procedures in conjunction with other departments, using feedback to adapt design and principles.

Candidate Requirements

Knowledge & Experience

- BS/MS degree in CRM, Business Analyst or Marketing related field
- Ability to combine strong analytical skills with business knowledge
- Results orientated
- Ability to work independently or collectively to propose ideas
- Ability to collaborate and share initiatives in developing and innovating technology analytics solutions
- +/- 5 years of work experience in Business Analyst roles, CRM activity preferably in the financial industry

Personal Qualities:

- Team player with great communication skills
- Exceptional organisational skills with the ability to prioritise
- Ability to take initiative and ownership of projects
- Results driven
- Excellent interpersonal and presentation skills
- Customer-facing and/or sales experience
- Interest in the technology industry and in being a part of a fast-paced sales environment

IMI is strongly committed to protecting your personal information and we process and protect your personal data in accordance with our Privacy Notice which can be accessed on our website at the following address <http://www.imi.ie/about-imi/careers-imi>

The IMI is an equal opportunities employer

How to apply:

Applications should include:

1. A comprehensive CV giving details of relevant achievements and experience in previous positions as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this position, providing evidence of your ability to match the criteria outlined in the Candidate Requirements.

Please forward any enquiries and/or your application to recruitment@imi.ie

IMI is strongly committed to protecting your personal information and we process and protect your personal data in accordance with our Privacy Notice which can be accessed on our website at the following address <http://www.imi.ie/about-imi/careers-imi>

The IMI is an equal opportunities employer