## ROLE PROFILE

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| **Role Title** | **Commercial Operations Analyst** |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial / Commercial Strategy |
| **Location** | Seoul, Korea |
| **Team Leader Role** | Commercial Strategy Manager |
| **Role Level** | 4B |
| **Team Members** | No |
| **Role Purpose** This role supports the delivery of the Route to Consumer and Commercial strategy through providing data, managing system and user support for Sales Force Automation. This role also takes ownership of managing sales databases (e.g. Sales Force Automation) and leverages appropriate tools (e.g. Power BI) to produce reports to measure the business’s commercial Route to Consumer performance including but not limited to sales calls and QDVAAA. |
| **Accountabilities*** Be a subject matter expert with respect to the Sales Force Automation (SFA) Tool proving support to new hires and users with training, on boarding, resolving system issues and general support, together with the global support team, to ensure stable operations of SFA.
* Ensure data integrity within the SFA with periodic master data checks and updates related to underlying data sets e.g. outlet universe, field sales outlet attribution and Minimum Execution Standards (MES), Census Survey data.
* Build the SFA tool by working with global team to develop new functions in SFA, incorporating local customisation e.g. Local functional needs, Minimum Execution Standards, Classification into the SFA tool for inputting/updating by field sales teams, to ensure optimal use of the SFA tool for the market.
* Produce commercial reports by triangulating commercial data sets from sales data across multiple sources, leveraging on appropriate tools e.g. Power BI, as required by the market.
* Review data and translate into actionable insight for RTC objectives, working closely with Commercial Strategy Manager and commercial leaders to optimise sales execution e.g. journey planning, outlet universe mapping.
* As part of the Measurement & Evaluation process, identify and share best practices in the market in regards to SFA and drive its implementation in the market to enable right behaviours to deliver commercial performance.
* Manage, process, and track payments related to the RTC systems including SFA, Power BI to ensure continuous operations within allocated budget.
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| **Created by:** | Commercial Strategy Manager |
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