



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Business Analyst
Business Unit / Group Function	ODC BU – WG&S Australia
BU Team / Sub-Function	Commercial/Sales
Location	Australia
Team Leader Role	Sales Operations Manager
Role Level	4B
Team Members	No
Role Purpose To drive the Data Analytics and insights capability across the WG&S Australian business, with a core focus on sales operations analytics and CRM system & database management to drive field team efficiency and effectiveness.	
Accountabilities <ul style="list-style-type: none">• Management of the customer database on a day-to-day basis. Develop the functionality required to streamline/step change database structure and data model set up• Partner with the RSMs to drive sales force optimisation, callage and coverage model, journey planning and geographic/outlet prioritisation• Lead the day-to-day management, measurement process & optimisation of our CRM platform. Ownership and day-to-day liaison with suppliers to enable this (inclusive of budget management)• Reporting & Analytics: Monthly reporting suite (including country performance scorecard with SCM, sales force rewards & incentives tracking), DAVE tracking and reporting, drive cross functional M&E analysis/close out reporting across P spend, develop BI Functionality linked to database structure (+ other metrics) to more efficiently enable reporting & M&E to close out reporting• Supporting the route to consumer capability framework	
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