

ROLE PROFILE

Job Title	Business Analyst
Business Unit	WG&S Australia
Location	Australia
Leader	Sales Operations Manager
People Leadership	None
Job Level	4B
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 close out reporting • Supporting the route to consumer capability framework 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Working with People

- Demonstrates an interest in and understanding of others
- A team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- Listens, consults others, and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Planning and Organising

- Has strong attention to detail
- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Expresses opinions, information, and key points of an argument clearly
- Manages time effectively
- Monitors performance against deadlines and milestones

Analysing

- Analyses numerical data, verbal data, and all other sources of information
- Breaks information into component parts, patterns, and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system.

Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations Handles criticism well and learns from it
- Balances the demands of a work life and a personal life. Maintains a positive outlook at work.
- Handles criticism well and learns from it.

Delivering Results and Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical, and orderly way
- Consistently achieves project goals.

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

Skills and Qualifications:Essential:

- 2+ years' experience with data modelling and advanced data reporting; Extensive previous experience with database management/data manipulation & integration (IRI, BI Tools, SIMTAC, CRM, Other)
- Advanced Excel capability
- Extensive experience across business analytics tools; preferable to have experience in the business requirements scoping and implementation/roll out planning
- Proven ability to turn data into insights
- Experience in managing key stakeholder relationships to drive insights and a 'fact led' culture across the business
- High level of commercial acumen

Desirable:

- Strong understanding of both consumer marketing and field sales
- Spirits industry knowledge and experience
- Knowledge of the On-Trade and Off-Trade Channel

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