

Job Title: Customer Insights & Analytics Officer**Location:** Amal HQ-Garowe**Reporting to:** Head of Marketing & Strategy**Position Summary**

Customer Insights & Analytics Officer is responsible for identifying, collecting, monitoring and analyzing market and competitor data and proactively producing/developing marketing intelligence reports and insights. Help create more value for more customers and acquire more customers/deposits, while growing and deepening customer relationships with existing customers.

Major Duties:

- In partnership with marketing teams, identify, collect and analyze industry trends, customer and competitor data/metrics to identify best practices, change approaches and guide future strategies and tactics.
- Conduct competitive assessments to identify emerging strategies and tactics and recommend improvements to drive and improve customer engagement.
- Stay abreast of new marketing and industry developments through contacts with professional organizations, publications and vendors.
- Report on weekly, monthly and quarterly Marketing KPIs and key metrics and track marketing campaign spending and performance.
- Develop detailed market and customer segmentation and the corresponding value propositions for each segment.
- Deliver detailed go-to market strategy and tactics for each market segment and sales tools for execution at the branch level.
- Assist in creating and preparing monthly, quarterly and ad-hoc marketing strategies and tactics to support the branch marketing teams.
- In collaboration with other marketing team members, brainstorm and develop ideas for creative marketing campaigns, message content and engagement plans that support brand positioning and marketing objectives of the bank.
- Work in partnership with marketing communication officer to plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.).
- Assist branch marketing officers and marketing communication officer in identifying key audiences for thought leadership and content/event marketing to maximize customer engagement efforts.
- Post on social media, monitor discussions about the organization on social networking sites and engage with customers in the social media space.

Qualifications

- Master's degree in Marketing/Business Administration or equivalent combination of education and experience.
- Experience conducting and interpreting quantitative and qualitative research methods
- Creative thinking: a combination of out of the box thinking and the ability to question status quo and generally accepted beliefs.
- Ability to complete strategic market analysis, market/customer segmentation and develop value propositions
- Ability to dissect market/customer segments and translate into product/service offerings and business opportunity
- Ability to collect and articulate data to gain insights and provide an overall “picture”
- Ability to “get stuff done” across multiple key growth initiatives within his/her organization.
- Excellent written and verbal communication skills. Should possess solid proofreading and editing abilities.
- Working knowledge of computers/ICT skills, including Microsoft Office (Word, Excel, and PowerPoint). And Social Media.
- A strong understanding of brand development and integrated marketing concepts.
- The ability and willingness to work extended hours, including weekends, as required

Amal Bank is an equal opportunity employer and offers a competitive compensation package commensurate with qualifications and experience.

Please submit a detailed cover letter and résumé to abdifatah.cajab@amalbankso.so no later than 19/05/2017.