



Designation:	Senior Specialist - Sales Analytics and Insights
Category:	MultiChoice Africa Holdings Operations
Level:	Management
Closing date:	18-Apr-2025
Position Type:	Permanent
Location:	MultiChoice City

Job Description:

Purpose of the role:

The Senior Specialist - Sales Analytics and Insights will lead the development of deep analytics to support the realization of sales targets and continuous improvement objectives. This will be achieved through the development of an analytics strategy which will involve creation of a core set of reports that measure and track sales performances, including (but not only) channel productivity and profitability, regional performances, deep-dive analyses. The incumbent will also be responsible to work closely with the relevant development teams, Datawarehouse and customer intelligence teams to design, develop and enhance data storage and availability.

Key Accountabilities:

Operational Delivery

- Anticipate and ensure that dashboards and reports are developed to support the delivery of Key Performance Indicators so that Corporate and in-country teams can effectively track and manage their KPI's.
- Define and design reports and dashboards, ensuring that the requirements and business rules are clearly defined, articulated, and developed according to the established processes of the Customer Insights and Information team for their development.
- All reports & dashboards must be thoroughly tested against the requirements injected, signed off by all relevant stakeholders and trained to the users.
- Ensure the ongoing maintenance of key recurrent reports
- Work closely with Datawarehouse and Customer Intelligence teams to ensure proper data storage and availability from all the different platforms and tools used by the sales functions (e.g. sales force management and automation, sales platforms, Installers platform, etc...)
- Accountable for standardizing and supporting the feMAH countries with analytics and insights generation that enable them to understand sales trends (target achievement, channels mix, regional mix, productivity, etc)

- Manage delivery of insights for sales function to the rest of the business, including actionable value- and needs-based segmentation linked with competitor intelligence, and markets dynamics.
- Actively support the Consumer Research teams to drive subscriber acquisitions survey and understanding, as well as derive actionable insights per market.
- Creation of strategic interventions to improve sales run rate or new subscribers quality/value by leveraging key customer and business insights to formulate campaign ideas or new acquisition offers/bundles
- Proactively drive and perform analysis to continuously improve sales performances, productivity and efficiencies
- Support other Sales functions such as After Sales & Field Services, DStv Business and Supply Chain & Logistics on ad hoc basis, based on requirements and needs
- Work closely with Customer Value Management team to ensure customers data are properly capture by sales channels

Sales Tools Commercial Management and Tracking

- Work closely with the Senior Manager Sales Operations to implement appropriate dashboards and reports to effectively track Sales Operations through the sales tools implemented.
- Ensure attendance of Sprint reviews and solution demos to pro-actively identify opportunities for reporting & ensure alignment with data structures for effective reporting and dashboard delivery.
- Pro-actively drive engagement between development teams and data engineers to ensure efficient interpretation of data structures of the sales tools and use of the information in the data warehouse to enable reporting.
- Attend project meetings where data and data structures could be impacted and act as SME and Sales Data owner to ensure all data elements are addressed and required report output can be achieved, taking ownership and accountability for the implementation of such reports and dashboards.

Capability and People

- Sales business owner of sales channels data quality required to build efficient sales channels reporting, models, and execution of strategy
- Sales point of contact for customer data quality (completeness, latency and availability) required to build base management activity, models, reports and execution of base management strategy. Lead and develop the strategies around utilisation of data to provide inputs into the future long-term strategies for the Sales team
- Provide best practice and thought leadership to markets to develop analytical skill and competencies. Clearly demonstrate how effective analysis of Sales data can help improve Sales Operations and ultimately, sales performance.
- Provide cross functional engagement with X countries across Sales, CVM, CX/Care, marketing, and digital

Adherence to Policies and Procedures

- Adherence to departmental and company policies and rules
- Compliance to all South African IT legislation and governance
- Continuous improvement of standard operating procedures.
- Contribute to the development and management of Service Level Agreements
- Provide continuous insights in the development of new policies and procedures to deal with present-day and future challenges.

Qualifications:

- A Degree or equivalent certification in an analytical field, e.g. Informatics, Data Science, Commerce, Management, Economics, Statistics

Experience:

- Minimum of 5 years of experience gathering requirements and analysing data preferably within a commercial function (such as Sales, Customer retention and loyalty)
 - Experience in usage of Sales Management tools and related dashboards and reports
 - Excellent leadership skills across large cross functional projects
 - Experience in development of strategies and insights from BI / analytics models
 - Experience in managing sales and customers analytics and business intelligence projects and initiatives
 - Experience in leading business line processes, data, and associated applications
 - Experience analysing and breaking down problems and information using structured frameworks and methodologies
 - Robust skills in documenting business requirements with a high attention to detail including planning and organization
 - Ability to think analytically and conduct customer-facing communications
 - Outstanding quantitative skills – numerate & analytical
 - Expertise in customer data, information systems, data warehouses, data marts, business intelligence software and systems
 - Ability to create, lead and inspire high-performing analytical teams.
 - Ability to present analyses to and influence director level staff in group and 1:1 situation
 - Open, fact-based approach; ability to translate commercial objectives to analytical and technical teams for ensuring underlying system readiness
 - Excellent visualization skills and storytelling capability
 - SQL experience inclusive of SSAS, SSRS and SSIS will be an advantage
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