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Job Title
Commercial Analysis & Insights Specialist

Job Location
Dar es Salaam

Category
Analysis, Market Insight

Job Type
Full Time

Job level
Intermediate

Industry
FMCG, Retail & Wholesale, Manufacturing

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget
-

Max Budget
-

Primary Industry
FMCG, Retail & Wholesale: 3 Years

Secondary Industry
Manufacturing: 3 Years

Primary Category
Analysis: 3 Years

Secondary Category
Market Insight: 3 Years

Certificate -

Qualification
Degree

Summary

Purpose: Ability to synthesize insights across different sources of data

Responsibilities

Behaviours:

- Applies understanding of commercial pillars (e.g. industry, volume, share, price improvement, discounts, mix, and margin pool) to develop reports, identify patterns, draw meaningful conclusions and propose solutions to short-term gaps (day-to-day or monthly).
- Uses understanding of market dynamics to ask the right questions, develop the right execution tactics, and communicate clearly with stakeholders to support smooth implementation
- Clearly communicates with internal stakeholders (e.g., line managers, Sales Directors) to synthesize the technical findings, impacts of analyses and recommend Commercial initiatives.
- Integrates deep understanding of performance drivers, leveraging on internal and external insights to identify cross functional business opportunities
- Use innovative methods to continuously improve the quality of the analytics
- Think ahead of measurement curve and advance analytics roadmap development-multi touch attribution, real time performance measurement, etc

- Key Contact for all stakeholders on all Commercial data mapping and integrity

Key Outputs

- Commercial Reports and Dashboards – across all pillars
- Monthly Results Analysis and drivers Explanation
- Analysis with insights and recommendations
- Market dynamic analysis and reports e.g. Market Share
- Commercial KPIs, Incentives, TSC and Dashboards
- Work with internal clients to understand their business problems, map them against possible data sets, develop analyses, and provide insights based on those results.

Requirements

Profile

- Relevant Commercial qualification
- 3 - 5years experience in FMCG / Consumer Products
- Programming skills (as needed) – Syspro, SQL, Power BI, Cognos
- Exceptional Microsoft Office skills (Excel, PowerPoint, Word) with infographic
- Exceptional project and program management capability
- Excellent collaboration skills and ability to work in a matrix environment
- Knowledge of data and business intelligence concept
- Strong systems and analytical skills, esp. data modelling, big data management
- Ability to manage multiple priorities simultaneously
- Excellent verbal and written communication skills with an ability to communicate complex issues in a simple and concise manner
- Very strong self-management capability, ability to work independently
- Excellent inter-personal skills – ability to lead and engage across all integrated functions in the business to deliver on strategic initiatives
- Commercial skill and financial acumen

Systems

- Syspro / SQL / Power BI / Cognos / Microsoft Office

Support

- Support P&L Reporting
- Support complimentary functions

Reporting To

- Revenue Management Director

Driving Licence

Not Required

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