

## Job Advertisement – Business Intelligence Officer

1<sup>st</sup> National Bank St. Lucia Limited is seeking to fill the position of **Business Intelligence Officer**

<b>Job Title:</b>	<b>BUSINESS INTELLIGENCE OFFICER</b>
<b>Core Function:</b>	<p><b>Data Miner:</b> Develop, preserve, explore and exploit the data sources to extract non-evident or hidden information that can be valuable to business.</p> <p>Develop statistical and data mining models to understand customer behavior and generate direct marketing opportunities based on customer knowledge.</p> <p><b>Data Quality Analyst:</b> Examines completeness, validity, consistency, timeliness and accuracy of enterprise data as it moves from source to reporting. Defines data enrichment and enhancement strategies to address any data quality issues with well-defined control points.</p> <p><b>Sales &amp; Service Quality Lead:</b> Establish, direct and promote the quality strategies of the bank in accordance with the strategic and tactical plan of the organization, through the execution of continuous improvement programs aligned to the Vision of the business.</p>
<b>Duties and Responsibilities:</b>	<p><b>Analytical Marketing:</b></p> <ol style="list-style-type: none"><li>1. Extract, process and refine relevant data to design and execute segmentation and portfolio distribution</li><li>2. Design, improve and test statistical, econometric and data mining models.</li><li>3. Ensure the adequacy, validity and reliability of the data sources that allow to generate information for analytical marketing.</li><li>4. Analyze customer lifecycle, from sales to customer retention, to monitor and follow customer behavior, recommending strategy and enabling timely decision making</li><li>5. Respond to the business information needs that can be presented so that the right decisions are made in a timely manner</li><li>6. Collaborate with the area of Technology in the design of applications necessary for the implementation of data extraction tools for the area.</li><li>7. Collaborate with the Technology area in the design of applications necessary for the implementation of datamarts necessary to perform the analytical work of the area.</li><li>8. Generate mining models that support the generation of lead lists for direct marketing campaigns.</li></ol>

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	<ol style="list-style-type: none"><li>9. Definition and evaluation of hypotheses for the generation of direct marketing campaigns by statistical analysis of the behavior of the customer base.</li><li>10. Measure the effectiveness of direct marketing campaigns through statistical analysis of the results of campaign tools.</li><li>11. Design statistical, econometric and data mining models for different business objectives.</li><li>12. Build the data sets necessary for the design and generation of mining models from datamarts, external data sources, and derived fields.</li><li>13. Identify data quality problems and propose solutions.</li></ol> <p><b>Performance Management:</b></p> <ol style="list-style-type: none"><li>1. Analyze and present reports on the results at the end of each marketing cycle to bring about the improvements to the processes and / or products in a way that satisfies the expectations of the clients.</li><li>2. Ensure the incorporation of quality of service indicators into business units' scorecards.</li><li>3. Consolidate the service monitoring reports of all channels, analyze the captured information and prepare reports of the current status of the different dimensions that affect the quality of service.</li><li>4. Develop and implement studies to assess customer satisfaction and the performance on sales and service as an input for continuous improvement.</li><li>5. Develop communication strategy of the quality program, with the purpose of orienting the organization towards the customer and guiding through changes.</li><li>6. Define the Customer Service strategy oriented to new customer segments defined in the new Organic Growth model.</li><li>7. Design quality strategies towards customer-centricity culture of customer orientation in all departments, levels and functions through training programs and process efficiency.</li><li>8. Ensure the measurement of quality of service indicators and report results to the organization.</li><li>9. Run process analysis programs Identify and map the points of contact (moments of truth) in all business processes and prioritize the importance of each from the customer perspective and measure the difference in performance versus competition.</li><li>10. Incorporate the voice of the client in the definition of the strategy of service oriented to segments Translation of the voice of the client in</li></ol>

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	<p>measurable indicators to guarantee the satisfaction and expectations of the clients.</p> <ol style="list-style-type: none"> <li>11. Interact with Segment and Product Leaders to analyze management results and seek immediate solutions to the problems detected.</li> <li>12. Conduct an annual employee survey on quality, customer satisfaction and liaison issues.</li> <li>13. Collect in an objective way the free opinion of the customers with respect to the products / services evaluated.</li> </ol> <p><b>Information management:</b></p> <ol style="list-style-type: none"> <li>1. Collaborate with IT area in designing and integrating customers, products and transactions data marts.</li> <li>2. Collaborate with IT area in designing and implementing data extraction and processing engines.</li> <li>3. Build the data sets to design and generate data mining models</li> <li>4. Identify and classify type of errors in the data bases used by the business</li> <li>5. Execute troubleshooting and data errors fixing procedures</li> </ol>
<b>Skills, Knowledge and Abilities</b>	<p>Computer skills, including word processing (Microsoft Word and Windows 95 desirable) and some experience with spreadsheets (Lotus/Excel).</p> <p>Excellent written and oral communication skills; interpersonal skills; demonstrated reliability, attention to detail</p> <p>1Local Standards and Regulations. Banking policies of regulators. Basic statistical concepts. Marketing techniques.</p> <p>Solid judgment; critical thinking skills; a sense of teamwork</p> <p>Knowledge of negotiation and administration of contracts and legal documents</p> <p>A sound understanding of marketing</p> <ul style="list-style-type: none"> <li>• Research</li> <li>• Analytical thinking</li> <li>• Conceptual Thinking</li> <li>• Self-confidence</li> <li>• Organizational Commitment</li> </ul>

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	<ul style="list-style-type: none"><li>• Flexibility</li><li>• Orientation to results</li><li>• Customer orientation</li><li>• Impact</li></ul>

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<b>Education and Experience</b>	<p>Degree in Business, Finance, Economics or Related field.</p> <p>Statistics, Actuarial Science, Pure Mathematics, Economics, Physics, Systems Engineering (only with Postgraduate or Master's degree in one of the above) related areas</p> <p>Master: Statistics, Economics, Pure Mathematics, Actuarial Science, related fields (Master is desirable but not required).</p> <p>Training in use of MS Office (Excel, Word, PowerPoint and Outlook), MS Internet Explorer, MS Project, SQL, statistical analysis tools such as: Eviews, Stata, R, SPSS, among others. Knowledge of data mining tools (SAS, Siebel Analytics, etc., is desirable but not required).</p> <p>Minimum 1 year experience in a similar position</p> <p><b><u>Compensation</u></b></p> <p>➤ Remuneration will be commensurate with qualifications and experience.</p> <p>Applications must be accompanied by a detailed Curriculum Vitae and two references to be submitted no later than July 21<sup>st</sup>, 2017.</p> <p><b>Please address your application to:</b></p> <p>Business Intelligence Officer 1<sup>st</sup> National Bank St. Lucia Limited P. O. Box 168 Castries</p> <p>Email: <a href="mailto:manager@1stnationalbankslu.com">manager@1stnationalbankslu.com</a></p>
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