

## Job Advertisement – Customer Insight Unit Manager

1<sup>st</sup> National Bank St. Lucia Limited is seeking to fill the position of **Customer Insight Unit Manager**

<b>Core Function:</b>	<p>Lead the implementation of direct marketing approaches, by coordinating the analytical and operational functions to provide relevant business knowledge about customers, market and competitors and design campaigns to deliver value propositions.</p> <p>Supervise the bank's direct marketing campaigns to increase sales and maximize retention of valuable customers. Ensure the execution of these campaigns through the optimal channels and determine the methods of measurement, monitoring and control the effectiveness of the campaigns.</p> <p>Supervise the construction of mining models, the design of customer profiles that complement mining models, and the distribution of campaign leads in order to enhance marketing work based on customer knowledge.</p>
<b>Duties and Responsibilities:</b>	<p><b>Analytical Marketing:</b></p> <ol style="list-style-type: none"><li>1. Define and develop the scheme to measure effectiveness of marketing value propositions of products and services as a base to propose improvements.</li><li>2. Lead development and implementation of Business Intelligence tools to perform adequate measurement of results of the bank's products, as well as to gain insight on the customer.</li><li>3. Develop mechanisms to accomplish Competitive Intelligence through benchmarks and continuous interaction with products of the different competitors of the market.</li><li>4. Develop valid, reliable and timely research projects, ensuring the use of appropriate design and implementation methodologies.</li><li>5. Evaluate and select the providers responsible for the execution of the different external investigations that are required to gain insight on the market and customers.</li><li>6. Elaborate market trend reports for the Bank's Strategic and Tactical Planning.</li><li>7. Determine, develop and establish the target market of customers and the levels of penetration through established profiles, in order to ensure the growth of the customer portfolio, hand in hand with segment leaders.</li><li>8. Maintain the guidelines for the segmentation and portfolio distribution process.</li><li>9. Attend to the Campaign Committee sessions and present insight, relevant information and results of analytical marketing efforts.</li><li>10. Conduct the analysis of the life cycle of customers, from sales to customer retention, to monitor and follow up on customer behavior, recommending strategy and allowing timely decision making.</li></ol>

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	<ol style="list-style-type: none"><li>11. Respond to the business information needs that can be presented so that the right decisions are made in a timely manner.</li><li>12. Collaborate with Information Technology in the design of applications necessary for the implementation of data extraction tools and DataMart to carry out the analytical work..</li><li>13. Lead the generation of data mining models that support the generation of lead lists for direct marketing campaigns.</li><li>14. Supervise the definition and evaluation of direct marketing campaign generation hypotheses through statistical analysis of customer base behavior.</li><li>15. Carry out the detailed design of campaign initiatives, including list of proposed prospects, channel of execution, target customer profile, campaign duration and estimated cost, expected profitability and campaign KPIs.</li><li>16. Prepare for the campaign committee a prioritized list of possible campaign initiatives, accompanied by their detailed designs.</li><li>17. Detect the need to conduct pilot campaigns or select hold-out and control groups to measure campaign effectiveness, and select client lists for pilots or controls.</li><li>18. Measure the effectiveness of direct marketing campaigns through statistical analysis of the results of campaign tools.</li></ol> <p><b>Operational Marketing</b></p> <ol style="list-style-type: none"><li>19. Present the detailed design for marketing campaigns to the Campaign Committee.</li><li>20. Prepare and present an annual marketing program proposal to the Campaign Committee.</li><li>21. Support segment and product leaders in the preparation of requested campaigns.</li><li>22. Define the strategy and approach to implement marketing campaigns, including pilots when necessary.</li><li>23. Supervise execution of the marketing program ensuring compliance with the timelines, objectives and targets, channeling the solution of risks and issues.</li><li>24. Measure effectiveness of marketing campaigns.</li><li>25. Plan the campaigns and define the strategy to follow in conjunction with the business areas.</li><li>26. Support the definition of the campaign message concept and communications according to the customer segment, and the customer list profile generated by Analytic Marketing.</li></ol>
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	<ol style="list-style-type: none"><li>27. Support the definition and detail of the media plan for the implementation of the campaign.</li><li>28. Carry out and execute the communications plan related to the campaigns</li><li>29. Provide support to the logistics of the campaign through the different care channels.</li><li>30. Prepare the design of the campaign and lead to approval (concept of the message, audience, etc.).</li><li>31. Run pilot test of the campaign, if applicable and make the necessary adjustments based on the results obtained.</li><li>32. Coordinate the generation of advertising material to be used during campaign execution.</li><li>33. Carry out monitoring and follow-up of the campaign through the different care channels.</li><li>34. Support detailed design of campaign initiatives, including list of proposed prospects, channel of execution, target customer profile, campaign duration and estimated cost, expected profitability and campaign KPIs.</li><li>35. Support the implementation of the campaigns through the defined channels.</li><li>36. Support in the execution of campaigns.</li><li>37. Prepare for the campaign committee a prioritized list of possible campaign initiatives, accompanied by their detailed designs.</li><li>38. Execute the campaigns defined in the campaign schedule according to the schedule.</li></ol> <p><b>Information Management</b> Lead projects with IT area to implement applications, systems or tools to enable access, visualization and extraction of data to the Business functions.</p>
<b>Skills, Knowledge and Abilities</b>	<ul style="list-style-type: none"><li>• Computer skills, including word processing (Microsoft Word and Windows 95 desirable) and some experience with spreadsheets (Lotus/Excel).</li><li>• MS Office (Excel, Word, PowerPoint y Outlook), MS Internet Explorer, MS Project</li><li>• Excellent written and oral communication skills; interpersonal skills; demonstrated reliability, attention to detail</li><li>• Local Standards and Regulations. Banking policies of regulators. Basic statistical concepts. Marketing techniques.</li><li>• Solid judgment; critical thinking skills; a sense of teamwork</li><li>• Knowledge of negotiation and administration of contracts and legal documents</li></ul>

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	<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><li>• Flexibility</li><li>• Orientation to results</li><li>• Customer orientation</li><li>• Impact</li><li>• Teamwork</li></ul>
<b>Education and Experience</b>	<p>Degree in Business, Finance, Economics or Related field. Desired Master Degree in Business, Economics, Corporate Finance, Marketing.</p> <p>Training in use of Statistical Analysis (Eviews, Stata, R, SPSS, SAS) and Direct and Analytical Marketing, (SAS, Siebel, SAP CRM).</p> <p>Minimum of (4) Years' Experience and Minimum 3 years' 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> Customer Insight Unit Manager 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>