Border States Electric Job Description

Position Title: BUSINESS INTELLIGENCE MANAGER
Date: JANUARY 2014
Division: CORPORATE

MISSION:
Border States provides value to our customers by delivering innovative product and supply chain solutions.

SERVICE PHILOSOPHY:
We delight our customers by building confidence and adding value to everything we do.

SERVICE STANDARDS/KEY ELEMENTS:
Border States’ Service Standards include being:
- Courteous
- Responsive
- Accurate
- Competent

We see everything through the lens of the customer. Provide service delivery that will create service wows. Develop processes that make employees service heroes. Pay attention to the physical environment because everything speaks.

PURPOSE OF THE POSITION:
Lead, manage and provide direction for business and market intelligence across the enterprise according to the company mission, culture, service philosophy, and meet the goals and objectives set forth by the Board, Senior Leadership Team and Executive Council.

RESPONSIBILITIES:
Responsible for developing and implementing the business intelligence strategy which provides clear actionable insight derived from both internal and external resources relevant to our business and market place. Interpret and clearly communicate the derived information and insight to help make sound business decisions across the enterprise.

Lead and manage a team serving as a center of excellence for business intelligence with emphasis on building a strong team in the spirit of the corporate values and culture including coaching, communicating and delegating responsibilities. Communicate the department and company goals, mission and vision. Build a strong network of relationships with Border States executive leaders, market managers, regions and key customers.

Specific Responsibilities:
Guide a team performing internal and external data analysis and conduct market research in support of the organization’s strategic goals. Analyze and interpret information, formulating both enterprise and customer-centric recommendations. Quantify, measure and trend customer satisfaction.

Develop an understanding of the various marketplaces through primary and secondary research translating this knowledge into actionable insights.
Develop regular reports for managers, executives and senior leadership including key metrics, and provide insight to help make sound business decisions.

Manage and maintain the sales dashboard and market databases, reporting on key metrics and measuring the effectiveness of marketing programs set through the sales and marketing plan. Create reporting tools to measure the effectiveness of our technical resources and their impact on market segments and initiatives.

Define, maintain, measure/trend and report; BSE trade areas, competitive landscape, market potential, and market share information.

Identify opportunities to develop forecasts, statistical models, segmentation schemes, product gap, product mix rationalization and data-driven analysis. Support special projects acquiring and analyzing data.

Work with other departments to help choose and configure collaboration and customer relationship technology (i.e. CRM tools). Work with marketing services manager to aid with customer-facing technology, acting as a proxy and channel for customer feedback.

Maintain customer hierarchy and customer contact information, and ensure appropriate customer classification and segmentation.

Establish and maintain detailed intelligence on current and potential markets; including start-ups, acquisitions, new markets, and related trends.

Accountable for customer master and marketing fields in company software; SIC codes, NAICS codes, Nielsen Indicator, D&B numbers. Work with customer financial services department to maintain customer master (profiling) data.

Maximize revenue opportunities and forecasts via detailed customer knowledge and lead generation. Assist sales with new customer acquisition. Utilize various lead generation tools to prepare list of target customer leads.

Utilize SharePoint to continuously produce actionable information to help direct engagement towards areas of maximum profitable revenue.

Pursue, evaluate and recommend external data vendors who can provide quality information to enable/enhance analytic projects. Develop and maintain relationships with external and internal customers and resources to acquire market intelligence.

Help create and develop browser-based metrics dashboards. Aid marketing department with reporting needs including vital factors, vendor performance and marketing commissions. Integrate web analytics into customer analytics.

Must be comfortable working with business leaders across the organization including executive and senior management.

This position requires the ability to lift over 20 lbs. on an occasional basis, and/or move up to 0 - 20 lbs. on a constant basis. This position may require frequent standing and/or walking and or constant sitting. These physical requirements must be met with or without accommodation.
Adhere to BSE’s mission, values, culture, policies, procedures, service philosophy and standards. Perform all aspects of the job as accurately and efficiently as possible while providing service excellence at all times. Perform other duties as assigned by supervisor or designate.

EDUCATION/EXPERIENCE:
Minimum four-year economics, sales, marketing or business degree preferred or equivalent in work experience. Significant industry, business or market intelligence experience is preferred. Strong aptitude for analyzing big data; experience utilizing qualitative and quantitative methodologies, and statistical analysis. Prior supervisory experience preferred. Strong knowledge of electrical, utility, industrial or communication products and systems preferred. Knowledge of SAP materials management system and its reporting capabilities is preferred.

Excellent interpersonal, written and verbal communication, reading, analytical, and customer service skills are preferred with the ability to effectively plan, organize and negotiate. Must be able to read, write and speak in English. Prefer strong working knowledge of PC for Windows, Microsoft Office (Excel, Word, Access, and PowerPoint), Internet, email, analytics tools and SAP software. Excellent customer service skills include being courteous, responsive, accurate and competent.