



Grenada Co-operative Bank Limited

Grenada Co-operative Bank Limited invites suitable applications for the position of **Business Intelligence Officer**.

CORE FUNCTION:

To develop and examine statistical and data mining models, to extract non-evident or hidden information in order to understand customer behavior and generate direct marketing opportunities based on customer knowledge.

Applicants must possess the following minimum qualifications:

1. A Bachelor's degree in Business, Finance, Economics or related field.
2. Training in and use of Statistical Analysis (Eviews, Stata, R, SPSS, SAS) and Direct and Analytical Marketing, (SAS, Siebel, SAP CRM) will be an asset.
3. A minimum of one year experience in Banking or a similar position.

Persons must possess the ability to:

- Ensure the adequacy, validity and reliability of data sources that allow for the generation of information for analytical marketing.
- Design, improve and test statistical, econometric and data mining models for different business objectives.
- Extract, process and refine relevant data to design and execute segmentation and portfolio distribution.
- Define data enrichment and enhancement strategies to address any enterprise data quality issues with well-defined control points, as it moves from source to reporting.
- Analyze customer lifecycles, from sales to customer retention, to monitor and follow customer behavior, recommending strategy and enabling timely decision making.
- Respond to the business information needs that can be presented so that the right decisions are made in a timely manner.
- Define and evaluate of hypotheses for the generation of direct marketing campaigns by statistical analysis of the behavior of the customer base.
- Measure the effectiveness of direct marketing campaigns through statistical analysis of the results of campaign tools.

The incumbent must also possess the following skills:

- Broad knowledge of the financial services industry and the relevant external forces
- Excellent interpersonal, oral and written communication skills
- Good working knowledge of the Microsoft Office Suite, in particular Microsoft Word, and Excel
- Ability to deal with a variety of abstract and concrete variables
- Strong orientation to deadlines and detail
- Project and budget forecasting and management skills
- A sound understanding of Marketing principles
- Ability to gather, analyze and evaluate facts and to prepare and present concise oral and written reports

Salary will be commensurate with qualifications and experience.

Interested and suitably qualified persons must address applications to:

**The Executive Manager, Human Resources
Grenada Co-operative Bank Limited
“Business Intelligence Officer”
Church Street
St. George’s**

The closing date for applications is **July 4, 2017**