



## **Grenada Co-operative Bank Limited**

Grenada Co-operative Bank Limited invites suitable applications for the position of **Customer Insights Unit Manager**.

### **CORE FUNCTION:**

**Lead and supervise 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.**

### **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 three years' experience in Banking or a similar position.

### **Persons must possess the ability to:**

- 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.
- Define and develop the schemes to measure:
  - Effectiveness of marketing value propositions of products and services as a base to propose improvements
  - Gained insight on customers
- Develop valid, reliable and timely research projects for presentation to the Campaign Committee, and for the Bank's strategic and tactical planning process.
- Lead the generation of data mining models that support the generation of lead lists for direct marketing campaigns.
- Maintain the guidelines for the segmentation and portfolio distribution process.
- Prepare and present an annual marketing program proposal and budget to the Campaign Committee.
- Lead projects with I.T. to implement applications, systems or tools to enable access, visualization and extraction of data to be used by Business functions.

**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.
- An 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  
“Customer Insights Unit Manager”  
Church Street  
St. George’s**

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