

**Role** : **Deputy Manager-Business Analyst**  
**Department** : **Marketing**  
**Qualification** : **Graduate, Masters will be preferred**  
**Experience** : **7 years**

### **Broad Responsibilities**

- Ensuring the successful execution of projects and initiatives.
- Collaborating with cross-functional teams, analyzing business processes, and providing strategic recommendations to drive operational efficiency and improve business performance.
- Managing stakeholder relationships and facilitating effective communication between various departments.

### **Broad Responsibilities**

1. Collaborate with stakeholders to understand their needs and gather detailed business requirements.
2. Analyze data to identify trends, patterns, and insights that inform business decisions.
3. Develop and document business process models to illustrate current and future states.
4. Propose and design technical and process solutions that meet business needs and objectives.
5. Work with IT and other departments to implement solutions and ensure they align with business goals.
6. Communicate findings, recommendations, and project updates to stakeholders and executives.
7. Create detailed documentation of business requirements, processes, and solutions.
8. Participate in testing and validating new systems and processes to meet business requirements.
9. Identify opportunities for process improvements and contribute to ongoing optimization efforts.
10. Conduct market research and analyse market trends, brand visibility, and competitive markets.
11. Analyse and report data about marketing and sales to improve marketing efforts.
12. Manage marketing budgets and allocate resources effectively.
13. Design and implement marketing campaigns through email, social media, and online advertising.
14. Create and maintain a library of marketing materials, such as presentations, flyers, and case studies.
15. Analyse the effectiveness of marketing efforts and adjust marketing plans accordingly.
16. Collect and analyse information about customer behaviour and competitor performance.
17. Prepare regular reports on marketing performance and revenue generated.
18. Use digital marketing and SEO best practices to increase online visibility and drive engagement.
19. Effectively communicate findings and suggestions with stakeholders.
20. Manage projects and ensure deadlines are met

21. Work with end users in analyzing structure and flow of work, and recommend/evaluate changes to improve operations
22. Proactively manage, track and analyze web design and development proposal process
23. Provide analysis for the channel and help implement and develop annual and long-term marketing and communication programs
24. Analyze channel potential by region and capture a clear picture of the business and provide suggestions for improvements
25. Develops and utilizes clear metrics that define optimal levels of functionality, sustainability and compliance to verify deliverable quality
26. Develops and executes new, innovative and optimal deployment methods
27. Provide analytical support to PR and Communication teams during major events
28. Drive product roadmaps
29. Manage requests from the above stakeholders by evaluating the problems and questions shared by business users and translating them into actionable guidelines for the technical / analytics teams to execute upon