



## **VACANCY ANNOUNCEMENT #: LCC-MTN/001/MKT/2017 (RE-ADVERTISED)**

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**Lonestar Cell MTN, the Leading Mobile Communications Network in Liberia and part of the MTN Group of Companies, with global footprint across 21 countries, has a vacancy for the below position.**

### **1. Business Intelligence Manager– Level 3 (Reports to the Senior Manager, Marketing Intelligence)**

**(Job Description below for ease of reference)**

#### **Job Summary**

- Identify and translate market opportunities into actionable recommendations to achieve individual, team and company revenue profit target.
- Support the business in finding new ways to attract new customers, maximize value of existing customers, and create loyalty programs.
- Support campaign target setting process and measure the impact of campaigns and report to senior management

#### **Key Performance Areas**

- Analyze the behavior of customers to identify opportunities and propose actions to meet customers satisfaction and grow ARPU
- Develop and implement segmented campaigns targeting the primary need for selected customers
- Provide insights in the development of strategy for a better data penetration and revenue across all segments.
- Identify new opportunities for revenue stream expansion / growth in market share and value
- Analyze results from agency and provide key action areas
- Provide marketing and consumer knowledge to aid in the development of products and service
- Measure brand performance against KPIs and competition
- Monitor and report on competitor activities to aid in business decisions

- Evaluate sponsorships to gauge whether targets meet results
- Develop, manage and present marketing and research related reports.
- Provide agencies with brief to serve as reference guide for researches and supervise the development of data collection instruments
- Prepare financial feasibility on all new Products and Services(Innovations and Renovations)
- Prepare financial feasibility on all Events & Sponsorships.
- Prepare pre and post evaluation on all marketing investments.
- Provide input for preparation of Annual Business Plans
- Track, analyze, and review marketing budget
- Review tariffs to ensure strategic objectives are achieved.
- Ensure tariff change forms are filled to effect changes in tariffs.
- Update and review tariff book

#### **GLOBAL EDUCATION STANDARDS**

- Minimum of 3 year degree/diploma (Commerce, Marketing / Communication or related)
- Fluent in English and language of country preferable

#### **GLOBAL EXPERIENCE STANDARDS**

- Minimum of 5 years' experience in a data mining and business intelligence environment; with experience in supervising/ managing others
- Experience working in a medium to large organization

#### **Competencies:**

#### **VALUES**

*Must live the **MTN Values** and **Vital Behaviors** of*

- *Can Do; Integrity; leadership; Innovation; Relationships*
- *Complete Candor, Active Collaboration, Complete accountability, Get it done*

#### **Important competencies required for the position:**

- ***Conceptual Thinker*** - Executes tactical plans to achieve strategic requirements

- ***Problem Solver*** - Has the mental agility to identify and solve relevant business challenges
- ***Improvement Driver*** - Executes and identifies opportunities for commercial innovation and continuous improvement
- ***Culture and Change Champion*** - Role models ethical practices by living the MTN values and vital behaviours for others to follow
- ***Supportive People Manager*** - Is self-aware and supports team capability development through opportunity creation for realising potential
- ***Relationship Manager*** - Builds professional networks across teams through collaboration and co-operation
- ***Results Achiever*** - Produces sustainable business results through ethical practices
- ***Operationally Astute*** - Sets priorities, plans, organizes and co-ordinates the work of others
- Ability to work under pressure and tight deadlines
- Excellent communication and presentation skills
- Excellent organizational skills
- Knowledge in Map information, Insightful Miner, Excel, Word, Power Point

**Please address all applications along with recent Curriculum Vitae and two (2) passport-sized photographs to:**

**The Human Resources Manager  
Lonestar Communications Corporation  
LBDI Building, Congo Town  
Monrovia, Liberia  
Or e-mail: [hrvacancy.lr@mtn.com](mailto:hrvacancy.lr@mtn.com)**

**Please note the following:**

**Only short-listed candidates will be contacted**  
**Deadline for submission of all applications is Friday, January 20, 2017 at 4:00 p.m.**