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# Example of Intelligence Advisor Job Description

Our innovative and growing company is looking for an intelligence advisor. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for intelligence advisor

* Help in the creation and prosecution of the opportunity pipeline
* Proactively engage and build trusted relationships with customers, partners and sales teams
* Utilize and leverage your solution domain expertise during sales engagements
* Deliver standard, customized and/or strategic, senior‐level software demonstrations and presentations outlining how data and analytics is the fuel that makes direct and digital customer communications smarter and delivers higher return on marketing investment
* Ensures the competency of account teams to support sales opportunities in customer centric-organizations
* Communicates knowledge to other non‐technical sales functions to empower them to position and support solutions
* Designs and produces local sales and marketing materials, training and competitive positioning
* Work with the local Product Marketing Manager, co‐ordinates to execute the launch of new software products
* Ensure the competency of account teams to support sales opportunities in customer centric-organizations
* Design and produce local sales and marketing materials, training and competitive position and support solutions

## Qualifications for intelligence advisor

* Possess excellent, engaging, and persuasive communication / presentation skills (oral & written) to business stakeholders and senior leaders
* A graduate or post-graduate degree in Computer/IT, Marketing, Statistics or Business Degree, or equivalent professional experience
* A higher technical and/or business-oriented degree
* Excellent understanding of marketing technology landscape and current trends including big data, online, social, mobile, real-time and cloud technologies
* The ability to understand and to solve complicated business and/or technical problems
* Several years of relevant consultancy or line-organisation experience, preferably with experience of advising and/or implementation projects within marketing, customer intelligence, analytical CRM, customer experience, 'Driving digital', customer analytics or customer insights