



Example of Manager, Intelligence Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for manager, intelligence

- Drive yearly market portfolio assessment (Market Categorization) together with Marketing Excellence Manager
- Support or lead MEX projects such as TechnoPush, MarketPull as needed
- Conduct sustainability evaluation of GBU sales portfolio (SPM) and communicate results for BSR and top management
- Collaborate with Commercial / Business Teams to gather competitive intelligence and structure quarterly competition reviews with the Strategy Team
- Become a GBU Marketing expert, conduct Marketing training for the GBU
- Develop and maintain industry provider profiles and benchmarking, encompassing pricing/promotion, operations, channels, marketing, and financial/KPI performance
- Craft timely market response recommendations, inclusive of financial, customer, and product impacts
- Quantify competitive actions and provide input in to revenue and subscriber forecasts
- Develop and maintain market share models
- Monitor social and digital mediums, regulatory filings and press releases

Qualifications for manager, intelligence

- Undergraduate degree in Business, Marketing, Engineering, Statistics, or a related field

- Experience in Business Objects and Tableau a plus
- Bachelor's degree in technology
- Advanced knowledge of Cognos Framework Manager and Report Studio