

ROLE PROFILE

Position Title: Senior Analyst Devices	Reporting to: Assistant Director Pricing & Proposition - Post Paid Home & Home Segment
Business Unit: Consumer	
Division: Consumer Marketing	Department: Devices

A. ROLE AND CONTEXT

Purpose: This role is responsible for supervising and monitoring the SIM development and operations being carried by SIM Analysts and Officer working on logistics.	Functional Context: Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans.
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B. ROLE ACCOUNTABILITIES

- Manages the regeneration of SIM cards as advised by sales operation department and as defined by Product Development Team, according to market needs.
- Develops the SIM cards profiles and correct mapping of SIM cards with available MSISDN.
- Ensures the highest Quality and Security Methods are used for all SIM Cards prior to introduction to Markets.
- Plans & coordinates the activities of consumer Marketing Logistics department by leasing with IT to generate the SIM Identifiers and the programming of prepaid cards according to Marketing Logistics monthly, quarterly and yearly targets.
- Plans & Liaises with Product Management and provide best application development and services in SIM cards.
- Sets up plans for Cross Section of Departments to see that SIM cards are ready for sales and coordinate with Warehouse and 3rd Party Distribution` to maintain sufficient stock levels all the time.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: No Direct People Management Responsibility: No	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Business Partners Vendors Customers

D. KEY PERFORMANCE INDICATORS (KPI)

- Generation of accurate data for SIM Cards
- Testing and reporting on SIM card profiles
- Providing timely support to solve the SIM cards complaints
- Assisting in Number management for Prepaid SIM Cards
- Assuring SIM data generated is clear of duplication and not existing in the systems

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 5 years' experience in a similar role. Experience in the telecommunications industry for either an operator, handset distributor or handset manufacturer (experience within an operator preferred)	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Marketing or Similar Preferred Certifications / Other Qualifications Any Relevant Certification
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Technical Competencies	Required Level	Behavioural Competencies	Required Level
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ROLE PROFILE

TESTING	Advanced	Customer Focus	Advanced
DEVICES & LOGISTICS	Advanced	Creative Thinking	Advanced
VALUE PROPOSITION	Intermediate	Quality and Continuous Improvement	Advanced
DISTRIBUTION	Intermediate	Promoting Teamwork	Advanced
Competency Level (Reference Range)	Basic	Intermediate	Expert
	Low >----->----->----->----->High		