

ROLE PROFILE

Position Title: Manager Strategy Development	Reporting to: Senior Director Strategy
Business Unit: CEO	
Division: Strategy & EPMO	Department: Corporate Strategy - Design, Development & Communication

A. ROLE AND CONTEXT

Purpose: This role is responsible for strategy formulation and the continued evolution of Ooredoo's strategy and cascading it to business units and translating it into performance measures and targets by working closely with the Ooredoo Qatar management and business units to design and develop impactful use cases. The role is also responsible for all strategy communications development and dissemination in conjunction with Internal Communications department	Functional Context: Strategy is a specific set of actions designed to achieve a specific goal. The art of strategy is to take long term goals and translate them into easily understandable actions. Without a clear strategy it is likely that significant value is left on the table or lost. The Strategy Department is responsible for undertaking activities, which will facilitate the Strategic Planning process enabling Strategy to be developed within the business which ultimately enables Ooredoo to identify its strategic priorities year on year.
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B. ROLE ACCOUNTABILITIES

- Responsible for strategy formulation (define, review and update long term strategy), including macro-economic overview and market analysis, as well as identifying telco and ICT trends within the country and regionally.
- Support the team on strategic issues by ensuring that relevant strategic options are identified, qualified and trade-offs are evaluated
- Cascade strategy into strategic initiatives, communicate to the organization and monitor based on execution
- Conduct special studies on new and proposed projects such as new business models and new product launches, etc
- Work with the overall strategic planning process and articulate the strategic vision and strategic plan
- Develop and manage tools and models to assess Ooredoo's key value drivers and provide adhoc analytical support to assess impact of key decisions
- Develops, in conjunction with Internal communications, strategy communications to ensure BUs and their staff are aware of corporate strategy and associated strategic initiatives

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: Vendors Business Partners

D. KEY PERFORMANCE INDICATORS (KPI)

- Ensuring up to date Telecom and ICT market view
- Developing and implementing strategic initiatives
- Timely delivery of the company's Strategic Business Plan
- Quality and Effectiveness of Strategy communications
- Innovation and new capability introduction within organization

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

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Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. At least Five (5) years' with a consulting company or internal consulting role & 3-6 years in a similar role Experience of the Telecommunication and/or the ICT market Good understanding of the emerging trends in the telecom sector and strong strategic vision Experience working with Business Unit level management teams	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Engineering or Management Preferred Certifications / Other Qualifications M.B.A in Business
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>	
STRATEGY FORMULATION STRATEGY ALIGNMENT & IMPLEMENTATION	Advanced	Building Customer Value	Intermediate	
	Intermediate	Delivering Results & Fostering Collaboration	Intermediate	
		Shaping Strategy	Intermediate	
		Driving Change	Basic	
		Networking and Influencing Collaboratively	Basic	
		Leading Teams	Basic	
Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >----->	>----->	>----->	>----->High