

# ROLE PROFILE

<b>Position Title:</b> Analyst Digital Enablement	<b>Reporting to:</b> Assistant Director Digital Enablement
<b>Business Unit:</b> Consumer	
<b>Division:</b> Digital Commercial	<b>Department:</b> Digital Enablement

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible for developing, managing and owning the online channel sales pipeline by partnering closely with the Digital, Product, Marketing and Retail teams, ensuring achievement of sales and revenue targets. The role is responsible to make it easy for users to find and buy Ooredoo services online. As Digital Enablement Analyst, this role will drive profitable sales and customer growth across Ooredoo's digital footprint. The role holder will work collaboratively and cross-functionally to drive and transform the customer experience while maximizing financial returns.</p>	<p><b>Functional Context:</b> 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. One of the main pillars of the Ooredoo Qatar's strategy is Digital Transformation. The most important element of the Digital Transformation is "Transforming the Core". This means making it easy for customers to find, buy and use our services online. The core focus of this unit is to help the Ooredoo Qatar make it easy for customer to find, buy and use our services online. This means helping them improve their Digital Marketing, Sales and Care skills and execution.</p>
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## B. ROLE ACCOUNTABILITIES

- Develop and implement customer acquisition strategies aligned with business objectives, to create demand across online channels for new & in-life sales activities
- Analyze data and performance metrics to optimize user journeys, improve conversion rates, and reduce friction in online sales journeys.
- Establish and achieve best in class offline to online sales management framework. Collaborate with the product marketing and retail team to align acquisition strategies and improve the online purchase experience.
- Provide inputs for technology, newer products, marketing trends, and competitive insight into the business.
- Devising customer growth and retention strategies across lifecycle to drive traffic to the online store & App
- Monitor and report on key performance indicators (KPIs) related to digital sales, traffic, conversion rates, and customer satisfaction
- Manage key partners, vendors across the value chain to efficiently run the operations
- Drive continuous improvement through A/B testing, user experience optimization, and data-driven decision-making
- Work closely with digital campaign managers, SEO, SEM to build end to end GTM plans and drive customer acquisition

## C. SCOPE AND INTERACTIONS

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

## D. KEY PERFORMANCE INDICATORS (KPI)

- Online Sales & Revenue
- Digitally Transacting Users
- CSAT across digital touchpoint

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## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<p><b>Minimum Experience, Essential Knowledge &amp; Skills</b>          5 years' experience in a similar role.          Proven track record in e-commerce and digital sales roles, with a deep understanding of industry trends and best practices, as well as passion for technology, customers and innovation          Experience in driving profitable growth through digital channels with demonstrated ability to develop and execute long-term strategic plans, while balancing day-to-day optimization.          High level of salesmanship and analytical proficiency with the ability to translate data into actionable insights; is an advanced Excel, Google Analytics, PowerBI and similar tools          Effective collaborator with strong stakeholder management and communication skills.</p>	<p><b>Minimum Entry Qualifications</b>          Bachelor's Degree in Business Administration or Marketing or Engineering  <b>Preferred Certifications / Other Qualifications</b>          Any Relevant Certification</p>
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>	
VALUE PROPOSITION	Advanced	Customer Focus	Intermediate	
CUSTOMER EXPERIENCE	Intermediate	Creative Thinking	Intermediate	
TELECOM PRODUCT DEVELOPMENT	Intermediate	Quality and Continuous Improvement	Intermediate	
ONLINE SALES	Basic	Promoting Teamwork	Intermediate	
CUSTOMER VALUE MANAGEMENT	Intermediate			
ONLINE CUSTOMER SERVICE	Basic			
PRICING	Intermediate			
<b>Competency Level (Reference Range)</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>	<b>Expert</b>
	Low	>----->	>----->	>----->High