



## JOB DESCRIPTION

**Job Title:** New Business & Process Analyst (Maternity Cover)  
**Department:** Business  
**Location:** Dublin- East Point  
**Reporting to:** B2B Marketing Manager

### Job Summary

The individual manages B2B projects, typically from initiation through delivery, working closely with PMO and internal stakeholders to bring specific B2B projects to completion on time and within budget.

The individual drives operational excellence in support of key B2B metrics and goals and must be prepared to work autonomously, with strong analytical skills, in order to deliver operational improvements and improvements in overall business performance.

The individual must be able to operate cross functionally ensuring alignment on projects through the PMO gating process, for B2B.

### Deliverables

- Develop and execute the New Business & Process plan, based on the strategic priorities and commercial targets of the business division for Ireland and as directed by the B2B Marketing Manager
- Work closely with PMO to document and communicate B2B operational processes, benchmarking the current landscape. Integrate with cross functional teams to ensure alignment between operational process and systems for all business impacting changes. Document process for sales, support and other operational functions.
- Represent Business division in all operational business impacting company-wide project initiatives
- Act as conduit between the operational teams to ensure all relevant policies, procedures, pricing and marketing campaigns are communicated and delivered seamlessly to the all channel partners.
- Ensure co-ordination of required training activities resulting from projects and programmes.
- Optimise online and retail user journeys, identifying process improvements and infrastructural needs with a view to developing and growing website as a primary direct sales channel for cable customers and lead capture for enterprise working in close collaboration with Brand & Marketing Specialist & Digital Producer. Set-up and deliver monthly reports on channel activities
- Develop a process to execute and measure the end to end lead nurturing strategy for new business prospects in sync with our direct and 3<sup>rd</sup> party sales channels.

### The person

- At least 5 years' experience in a B2B environment
- Experience in documenting and delivering optimal process solutions
- Excellent communication skills
- Comfortable with data and analysis
- Strong attention to detail
- Familiarity with Word, Excel, Power point and similar applications.
- Strong communication, presentation and interpersonal skills.