



Commercial Analyst

Under the guidance of the Marketing and Finance Directors, the Commercial Analyst will be responsible for the implementation of new product and service offerings designed to grow the Company's ARPU and market share expansion. The Commercial Analyst will also monitor the Sales, Retail, and Distribution channels and provide regular analysis on the effect of promotions and other initiatives for distribution, review and future planning by the Marketing Director, CEO and Finance Director.

Main Responsibilities include:

- Providing management oversight and assisting with the overall strategy, direction and operations of all business development initiatives.
- Developing segmentation and predictive methods for the management of customer retention.
- Tracking and analyzing all promotions that are live in the market.
- Anticipating market climate and recommending pipeline promotions designed to capitalize on user needs, areas of interest and new product or feature offerings; presenting the business justification in order to gain support for their implementation.
- Compiling presentations for the Commercial team based on promotions in market.
- Consistently monitoring all competitors' activity and informing the team of any new promotions/revolutionary offerings.
- Preparing and reviewing KPI's and escalating anything that is business critical.
- Analyze churn and implement a strategy to reduce this.
- Maintain rolling financial Forecasts and prepare weekly run rate summary for the Senior Management Team.
- Assist in the analysis and development of new pricing structures and promotions to drive subscriber base and ARPU.
- Preparing effective communications programs in support of the overall plan that help management meet revenue, EBITDA, sales and costs per sales goals and targets.
- Produce segmented revenue & customer analysis reports.
- Compile Board Reports and Presentations on a monthly basis.

Successful candidate will possess the following:

- Qualified Accountant and/or Degree in business; business development or marketing
- Excellent Excel skills
- Previous Telecoms experience an advantage
- A demonstrated ability to analyse market trends
- A clear understanding of the business development process and near term efforts can drive future revenue growth
- Commercial acumen, maturity and professionalism with the ability to bring immediate experience, credibility and value to bear with all stakeholders
- The ability to organize and manage multiple priorities
- Strong interpersonal, verbal and written communication skills

The company offers excellent salary and benefits, plus bonuses related to company goals. Interested, qualified individuals should apply in writing with resume via email to:

hr.bermuda@digicelgroup.com or in writing to: Human Resource Director, Digicel, P.O. Box HM 896, HAMILTON HM DX.
T 441.500.5313 F 441.295.3235 www.digicelbermuda.com

Closing Date: May 25, 2012