

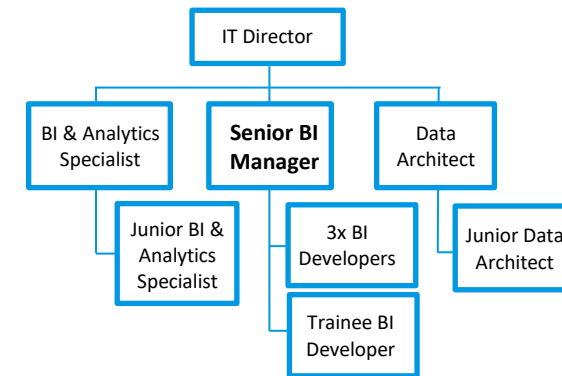
# Role Profile – Senior Business Intelligence Manager

**Purpose:** To contribute to and deliver the MI strategy; To lead and inspire a team that is responsible for all aspects of the BI reporting lifecycle.

**The post holder will:**

- Gather, understand and interpret business requirements.
- Influence and advise stakeholders, providing options and recommendations to support the decision process.
- Source required data from multiple complex systems and databases, both internal and external.
- Develop ETL processes using Kimball methodology to translate into business-friendly terms and populate the Data Warehouse.
- Implement a Business Objects Universe that can be understood and utilised by non-technical power users across the business.
- Work with management to create reports using Business Objects r4, Tableau etc; creating valuable MI that underpins business plan assumptions.
- Ensure business users fully understand and have the necessary information to enable critical decision making, supporting delivery of the business plan.

**Reporting Lines**



**Key Result Areas**

- Drive ongoing development of KPIs ensuring regular review to meet legal and compliance frameworks and individual business performance measures.
- Own the Society Data Warehouse and ensure that it's architecture and content are fit for purpose to support the business needs and Business Plan.
- Lead best practice BI Demand Management methodology ensuring business needs are captured, challenged, developed and prioritised.
- Responsible for working with key business stakeholders to design and develop reporting layers and business process led data marts used for end user reporting, KPIs and analytics capability.
- Use MI and BI to enable intelligent data driven business decision making across the Benenden Group.

**Measurement**

- Implement an effective MI Strategy that clearly supports the wider Benenden business.
- Establish yourself as Subject Matter Expert for data from all sources.
- Build excellent working relationships with the Business.
- Maintain an understanding of Kimball methodology to Data Modelling.
- Key contact for ensuring data supplied by 3rd parties and/or partners allows for reporting to meet the needs of the Benenden Group and can be standardised to allow analysis of new product performance, campaign success, benefits realisation etc.

**Skills and Experience**

- Graduate calibre BI professional qualification or proven relevant workplace experience.
- Proficient in all aspects of BI processes, technologies and architectures.
- BI delivery mechanisms: portals, dashboards, scheduled reports.
- BI tools such as report builders, ad-hoc queries, OLAP, dashboards, data mining and predictive modelling.
- Ability to apply and instruct on advanced dimensional data modelling principles (star / snowflake schemas, denormalized data structures etc) necessary to support the team with handling of complex multi-source datasets and transform into simple to understand reports.
- Physical data architecture options such as data warehouse and independent data marts built using ETL (Extract Transform Load)
- Relevant related areas such as data quality, master data and metadata management and business process management
- Advanced knowledge of Data Warehouse and Data Modelling techniques including Kimball methodology.
- Strategic thinking and ability to see and understand the wider business needs and priorities.
- Knowledge of business planning processes, cost centre management and managing staff.

**Values**

- Be Caring**
  - We know what we do matters
  - We're proud and enjoy what we do
  - We promote a culture of care, respect, compassion and wellbeing
  - We protect the mutual ethos
- Be Connected**
  - We collaborate and share across teams, departments and the business
  - We listen to understand each other and our members' needs
  - We support one another by having open and honest conversations
  - We recognise that we're stronger together
- Be Brave**
  - We embrace change
  - We challenge and ask 'why' as well as 'why not'
  - We always want to learn
  - We are not afraid of trying new concepts and ideas
- Be Smart**
  - We approach problems with a solution mind-set
  - We actively seek to improve and be better and we learn from our mistakes
  - We spend members money wisely
  - We're invested in the future of our business