

Knowledge and Insights Manager at The Coca-Cola Company

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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The Coca-Cola Company, which is headquartered in Atlanta, Georgia, is an American multinational beverage corporation, and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups.

Key Purpose Statement

The role will contribute to CCBA Kenya's vision by managing the Knowledge and Insights team at a country level. The role will lead the team to conduct local analysis, research, as well as cross-referencing multiple data sources to articulate quality actionable insights, in order to support decision-making for the market and CCBA-Kenya's strategic objectives.

Key Duties & Responsibilities

Providing key and deep specialist knowledge to regions, channels, and key functions in formulate strategy development by:

Taking leadership and liaising with regions, channels and key functions as required to ensure quality of approach and thinking, and the alignment and integration of strategy and providing them with relevant information.

Providing support in the developing short term, medium and long term pricing strategies.

Delivering defined and discrete analytical work contributing to the development of the corporate and business strategy.

Developing a detailed understanding of performance and value drivers across the business

and using these to guide the organisation into strategy development.

Developing a detailed analysis platform of customer data used for superior category interaction and category development to support Sales and Distribution.

Designing and continually improving the performance management governance routines to ensure meetings are insightful, action-oriented and consequential.

Providing key and deep specialist knowledge to marketing to support in category and channel strategy development by:

Leading, guiding and implementing insights into local market performances across all categories that are relevant, global market best practices and future opportunities

Providing customer, channel, category, pack, brand, competitor and consumer specific information

Contributing to the on-going evolution of and enhancement of category specific fact initiatives, drawing on the experience and learning's from projects conducted in other regions and markets

Development of econometric modelling to formulate the short, medium and long term pricing strategies

Responsible for customer data, category insights, market information and basket level relationships

Responsible for category reviews and analysis as well as competitor information

Responsible for providing direction and value-adds for relevant research required within categories, channel, regions, shopper and customer

Translates findings into meaningful insights and business implication to aid decision making and influence strategic direction

Supports decision making through analytics.

Skills, Experience & Education

Qualifications

Bachelor's degree in Commerce, Business Science or equivalent.

Relevant Post Graduate certificate or qualification will be an added advantage.

Experience

A total of 8-10 years experience across all core research and analytical techniques. Ability to apply consumer shopper and market information to business issues.

At least 3+ years of experience working with Power BI, Tableau, Qlikview, Powerpivot or other results oriented products.

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