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| Role Title | Data and Market Intelligence Analyst |
| Function & Dept. | Central Marketing |
| Career Growth Level | Leading & Contributing / Strategic Delivery |
| CGP Descriptor | Qualified specialists, recognised for their expertise, serving as pivotal contributors in various domains. These specialists play a vital role in influencing and shaping new business strategies, policies, practices, and content, catering to both external and internal customers. Their responsibilities may encompass problem-solving and the development and execution of purpose-driven solutions, often of a complex nature, to meet the specific needs of both external and internal customers |
| Team | Marketing |
| Reports to | Chief Marketing Officer |
| Role Purpose | SCC is seeking a highly analytical and commercially focused Data and Market Intelligence Analyst to join our marketing team. In this role, you will leverage market intelligence tools and research to surface critical insights that empower our sales teams to engage more effectively with their target industries and accounts.  You’ll identify technology buying triggers—spanning business, industry, and tech trends—and convert this intelligence into strategic account plans and compelling sales presentations. Your work will directly support our go-to-market efforts, ensuring our sellers are equipped with targeted, data-driven insights that map customer needs to the SCC solutions portfolio.  Actively engaging with BU’s, Sales Directors, Heads of Department and Managers to ensure the analysis meets requirements and record support in CRM system to enable measurement and conversions to sales opportunities.  Be at the heart of enabling strategic, insight-led selling across a dynamic and growing technology business and help shape the way SCC approaches customer engagement and go-to-market planning. |
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| Key Responsibilities | |

* Use market intelligence platforms (e.g., ZoomInfo, LinkedIn Sales Navigator, IDC, Gartner, etc.) to extract relevant insights about target industries, organizations, and buying behaviors.
* Identify and interpret technology buying triggers, including regulatory shifts, M&A activity, IT transformations, sustainability initiatives, and digital transformation trends.
* Collaborate with sales and marketing teams to convert insights into actionable deliverables:
  + Target account plans
  + Opportunity playbooks
  + Customer-ready presentations
  + Competitive positioning and objection handling
* Map identified buying triggers and customer pain points to SCC.com’s solutions and services portfolio, crafting tailored value propositions for key accounts.
* Monitor and report on trends and emerging opportunities within specific industries or customer segments.
* Work closely with Business Development, Solution Architects, and Product Marketing to ensure strategic alignment between intelligence, sales messaging, and solution capabilities.
* Support sales campaigns and strategic pursuits with real-time intelligence and enablement materials.
* Help to define and build the strategy and roadmap that puts data driven decision making at the heart of enabling strategic, insight-led selling.

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| Person Specification |
| 1. Proven experience in a market intelligence, sales enablement, business analysis, or strategy role—ideally within the IT or technology sector. 2. Strong understanding of B2B technology sales cycles, industry drivers, and enterprise IT landscapes. 3. Familiarity with market and sales intelligence platforms and tools. 4. Ability to synthesize complex data into actionable insights and translate them into persuasive business narratives. 5. Excellent communication skills—written and verbal—with the ability to tailor messaging to both technical and commercial audiences. 6. Strong PowerPoint and presentation skills; experience building customer-facing materials. 7. Highly organised, self-motivated, and collaborative. 8. Excellent project management skills. 9. Ability to confidently challenge when SLAs are missed. |

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| Key Competencies |  | Level |
| 1. | Communication Skills | 2 |
| 2 | Continuous Improvement | 2 |
| 3. | Data Analysis and Reporting | 2 |
| 4. | Marketing Planning and Campaign Implementation | 2 |
| 5. | Planning and organising | 2 |
| 6. | Strategic thinking | 2 |

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| Management  Competencies |  | Level |
| 1. | Leading, Developing and Managing People | 3 |
| 2 | Problem Solving and Decision Making | 3 |
| 3. | Influencing Others | 3 |
| 4. | Embracing the need for change | 3 |
| 5. | Thinking & Acting Strategically | 3 |
| 6. | Planning & Analysis | 3 |
| 7. | Performance Management | 3 |
| 8. | Employee Experience | 3 |
| 9. | Resourcing | 3 |
| 10. | Competency Assessment | 3 |

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| Value Behaviours |  | Level |
| 1. | Responsibility | 5 |
| 2. | Passion | 5 |
| 3. | Customer First | 5 |
| 4. | Agility | 5 |
| 5. | Family | 5 |

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| Version | Date | Description | Approved by | Date |
| 1.0 | November 2023 | Original | HR | November 2023 |
| 2.0 | March 2024 | Formatting of cells | HR | March 2024 |