**Job Description of Deputy Manager-Business Analyst**

**Broad Responsibilities**

* Ensuring the successful execution of projects and initiatives.
* Collaborating with cross-functional teams, analyzing business processes, and providing strategic recommendations to drive operational efficiency and improve business performance.
* Managing stakeholder relationships and facilitating effective communication between various departments.

**Broad Responsibilities**

* Collaborate with stakeholders to understand their needs and gather detailed business requirements.
* Analyze data to identify trends, patterns, and insights that inform business decisions.
* Develop and document business process models to illustrate current and future states.
* Propose and design technical and process solutions that meet business needs and objectives.
* Work with IT and other departments to implement solutions and ensure they align with business goals.
* Communicate findings, recommendations, and project updates to stakeholders and executives.
* Create detailed documentation of business requirements, processes, and solutions.
* Participate in testing and validating new systems and processes to meet business requirements.
* Identify opportunities for process improvements and contribute to ongoing optimization efforts.
* Conduct market research and analyse market trends, brand visibility, and competitive markets.
* Analyse and report data about marketing and sales to improve marketing efforts.
* Manage marketing budgets and allocate resources effectively.
* Design and implement [marketing campaigns through email](https://www.keka.com/email-marketing-manager-interview-questions), social media, and online advertising.
* Create and maintain a library of marketing materials, such as presentations, flyers, and case studies.
* Analyse the effectiveness of marketing efforts and adjust marketing plans accordingly.
* Collect and analyse information about customer behaviour and competitor performance.
* Prepare regular reports on marketing performance and revenue generated.
* Use digital marketing and SEO best practices to increase online visibility and drive engagement.
* Effectively communicate findings and suggestions with stakeholders.
* Manage projects and ensure deadlines are met
* Work with end users in analyzing structure and flow of work, and recommend/evaluate changes to improve operations
* Proactively manage, track and analyze web design and development proposal process
* Provide analysis for the channel and help implement and develop annual and long-term marketing and communication programs
* Analyze channel potential by region and capture a clear picture of the business and provide suggestions for improvements
* Develops and utilizes clear metrics that define optimal levels of functionality, sustainability and compliance to verify deliverable quality
* Develops and executes new, innovative and optimal deployment methods
* Provide analytical support to PR and Communication teams during major events
* Drive product roadmaps
* Manage requests from the above stakeholders by evaluating the problems and questions shared by business users and translating them into actionable guidelines for the technical / analytics teams to execute upon