

Job Description

POSITION DETAILS			
Functional Designation		Department	Data Science & Analytics
Sub Department	Data Science & Analytics	HR Grade	
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The Head - Campaign, Prospect, Bureau, Risk will lead the strategic planning and execution of campaigns, manage prospect data, oversee bureau interactions, and mitigate risks. This role involves leveraging data analytics to optimize campaign performance, enhance prospect targeting, ensure compliance with bureau standards, and implement risk management strategies.</p>			
Principal Accountabilities			
<ul style="list-style-type: none"> Develop and execute data-driven marketing campaigns. Analyze campaign performance and optimize strategies for better ROI. Collaborate with marketing and sales teams to align campaign objectives. Oversee the collection and analysis of prospect data. Implement strategies to improve prospect targeting and conversion rates. Ensure data quality and integrity in prospect databases. Manage relationships with credit bureaus and ensure compliance with their standards. Oversee the integration of bureau data into internal systems. Monitor and report on bureau-related metrics and performance. Identify and assess risks related to campaigns, prospects, and bureau interactions. Develop and implement risk mitigation strategies. Ensure compliance with regulatory requirements and internal policies. Lead, mentor, and manage a team of data analysts and campaign managers. Develop and execute strategies to achieve business goals. Foster a culture of data-driven decision-making within the team. Work closely with cross-functional teams to identify data needs and opportunities. Communicate findings and recommendations to senior management and stakeholders. Provide thought leadership on emerging trends in data science and analytics. 			
Desired Profile			
<ul style="list-style-type: none"> Advanced degree in Data Science, Marketing, Business Administration, or a related field. Proven experience in a senior data science, analytics, or marketing role. Strong background in campaign management, data analysis, and risk management. Expertise in data science tools and programming languages (e.g., Python, R, SQL). Excellent leadership and team management skills. Strong problem-solving and analytical thinking abilities. Effective communication and presentation skills. Ability to work collaboratively in a fast-paced environment 			

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