I. POSITION SUMMARY
Describe the basic function/primary purpose of the position.

Performs and manages basic to complex research, data mining, and business analytics projects for team responsible for optimization of the Santander ATM and branch network. Conducts core analytics to discover performance drivers, customer insights, and geospatial relationships. Provides support to Branch Planning and Design team by responding to ad-hoc data request and requests for presentation material.

II. PRIMARY DUTIES & RESPONSIBILITIES
List the position’s primary duties or major accountabilities in 7-10 concise, comprehensive statements. All job duties are performed in compliance with applicable laws and regulations.

Develop and maintain competitive and customer insights, including financial product and channel usage (10%)
Develop market visit tour books across the Santander footprint including demographic, branch data, maps, and property information (15%)
Manage on-going qualitative information and feedback from transaction managers, market leadership, and Branch Planning team to optimize decision-making process (15%)
Prepare dashboards, spreadsheets, and written reports to track distribution initiatives, programs, and design intent (20%)
Prepare presentation materials for internal and external audiences, including charts, graphs, and tables (20%)
Support geospatial analytics area with mapping and data manipulation as well as design area with program tracking (20%)

III. QUALIFICATIONS
Identify the minimum education, experience, etc. required for this position.

Education: Bachelors or Equivalent

License/Certificates:

Experience - Between 3 and 5 Years

IV. SPECIALIZED KNOWLEDGE
Identify specific knowledge, skills, and abilities necessary for satisfactory execution of the position’s primary duties & responsibilities.
Demonstrated ability to assemble, analyze, and develop findings from large databases and present in PPT presentations
Demonstrated ability to develop and leverage large databases
Outstanding ability to build partnerships across and interact with network, product, segment, and support areas
Strong PPT, Excel, Word, and Access skills
Strong problem solving abilities and experience synthesizing disparate and complex data from multiple sources
Understanding and use of GIS software helpful, but not required

V. SUPERVISORY/MANAGEMENT SCOPE
Identify if the position has management responsibilities by the following definitions:
Individual Contributor – If there is no management responsibility;
Manage Process/Project – If the job oversees work process and/or work flow but does not directly manage;
Manage Team Members – If the job has direct reports;

Management Scope: Individual Contributor

VI. PHYSICAL REQUIREMENTS
Duties are performed in an office environment. Physical demands could involve any or all of the following: digital dexterity and hand/eye coordination in the operation of office equipment; light to moderate lifting (10-20 lbs.) and carrying of supplies, files, etc; the ability to speak to and hear customers and/or other employees both telephone calling and in person; and body motor skills sufficient to enable the incumbent to move from one office location to another.

Disclaimer:
The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

FLSA: Exempt
Job Code: 007382
EEO Category / Job Group: Professionals / 2.1
Prepared by: Peoples, Taneesha
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