**Job Title: Market Analyst Executive**

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| **Role Purpose (position scope)** |
| This role is a critical to the success of the business development (BD) activities of Draken in support of the delivery of the Draken Growth Strategy. It requires the analysis of current and prospective market developments globally, regionally, and nationally to identify market trends and alert us to business opportunities and threats. |

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| **Line Manager** | **Dotted Line** | **Direct Reports** | **Dotted Line** |
| Director, Bid Management and Support | VP Business Development and Communications | None | None |

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| **Key Responsibilities** |
| * Analyse, interpret and monitor the requirements of our existing and future customers.
* Monitor and analyse defence market trends supported by comprehensive geopolitical analysis. Providing interpretation of reports and analysis with a clear and easy-to-understand approach.
* Monitor the strategies of our competitors and incumbent service providers, record their successes and failures, together with the length, value and expiry of their existing contracts.
* Manage the business development Customer Relationship Management (CRM) tool, working with the business development team to ensure up to date inputs and providing analysis to support business win.
* Create/maintain central contacts database (customers, members of Industry, key stakeholders) within the CRM.
* Create and maintain a matrix database (platforms / capabilities / operating costs) to address future opportunities.
* Research in support of specific campaigns and providing business win proposal inputs as required.
* Working with the Draken communications team, monitor / distribute hard soft copy articles, press releases and opportunities that have been identified on contract and media tracking software tools.
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| **Key Deliverables** |
| * Information and analysis in support of key campaigns.
* Inputs for strategic planning and proposals.
* The generation of competitor/market reports.
* Enable rapid qualitative assessments of new business opportunities.
* Identify and qualify potential acquisitions that support our strategic ambitions.
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| **Core Competencies** |
| * The ability to present potentially complex information in clear and unambiguous way by adopting a wide range of styles, tools and techniques.
* Share information, good business practice and expertise with others.
* The ability to interpret information effectively.
* Curious trend spotter and is diligent when reviewing details.
* A confident presenter who can brief clearly to internal and external stakeholders at all levels.
* Previous experience of working in the Aerospace / Defence / Security sector is desirable.
* Able to operate under own initiative with excellent organizational skills to support the delivery of multiple projects with tight deadlines.
* Competent user of MS Office (MS PowerPoint, Excel etc.) and CRM management experience.
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| **Key Measures** |
| * Provision of analytical reports and briefings that will:
	+ Enable rapid qualitative assessments of new business opportunities.
	+ Track relevant developments in technology.
	+ Identify market trends and influences (including geopolitical) and likely customer demands.
	+ Identify and qualify potential acquisitions that support our strategic ambitions.
* Effective management of the business development CRM tool.
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| **Qualifications and experience** |
| * Aerospace industry experience is highly desirable
* An analytical degree (Mathematics/statistics or Science-based is highly desirable)
* Relevant experience of working closely with business development teams in a data driven role.
* Currently holds or has the ability to gain Security Clearance (SC)
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Job Holder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_