

Ideal Candidate Profile

Business Analyst



The Position

The ideal candidate for the Business Analyst role will possess a unique blend of analytical expertise, data proficiency, and business acumen, complemented by strong communication and problem-solving skills.

Below are the personal qualities, professional skills, proficiencies, and other characteristics that would make a candidate a great fit for this role:

Job Requirements and/or Preferences

Personal Qualities:

- **Curiosity and Inquisitiveness:** A natural desire to explore data deeply and ask insightful questions, with the goal of uncovering hidden patterns and trends.
- **Detail-Oriented:** Precision in tracking, analyzing, and reporting data is essential. The ideal candidate should have a meticulous approach to managing data accuracy.
- **Collaborative Mindset:** Ability to work well with cross-functional teams, especially in a supportive role to senior leadership, ensuring that data insights are accessible and actionable.
- **Integrity and Discretion:** Given the sensitivity of data, the candidate must handle information responsibly, with a strong sense of confidentiality and professionalism.
- **Proactive Problem-Solver:** Able to anticipate issues and proactively suggest solutions before problems escalate.

Proficiencies:

- **Data Analysis and Interpretation:** Proficiency in analyzing complex data sets to identify trends, provide insights, and make recommendations. Experience with tools like SQL, Excel, Tableau, or other data visualization software is a plus.
- **Reporting Expertise:** Strong ability to create clear, well-organized reports that communicate complex information simply. Experience with reporting tools and presenting data to senior leadership is essential.
- **Communication Skills:** Exceptional written and verbal communication skills, with an ability to present data insights effectively to non-technical audiences.
- **Business Acumen:** A solid understanding of business fundamentals, with the ability to interpret data within the context of franchise operations, membership dynamics, and financial performance.
- **Strategic Thinking:** Capable of seeing the "big picture" and aligning data analysis with organizational goals, helping C12HQ make informed decisions that support long-term growth.

Professional Skills:

- **Data Tracking and Management:** Experience in tracking various data inputs, such as pipeline metrics and member dues, and converting them into usable insights.
- **Data Visualization:** Skilled in using visualization tools to convey trends, conversion ratios, and territory comparisons effectively.
- **CRM/ERP System Experience:** Familiarity with customer relationship management or enterprise resource planning systems, enabling efficient data management and reporting.

- Proficiency in Business Intelligence Tools: Ability to leverage business intelligence platforms (like Power BI, Tableau, or Google Data Studio) for data analysis and visualization.
- Project Management: Understanding of project management principles to structure data initiatives, maintain timelines, and align reporting projects with organizational objectives.

Additional Characteristics

- Results-Oriented: Demonstrates a commitment to achieving objectives by producing high-quality work, meeting deadlines, and providing insights that are instrumental in driving key business decisions.
- Thought Leadership: Shows capability in shaping data strategy and developing frameworks that improve reporting accuracy, streamline data processes, and increase C12's competitive advantage.
- Adaptability: Able to adjust to changing priorities, work in a fast-paced environment, and handle multiple tasks with a high degree of efficiency and accuracy.
- Mission-Driven: Understands and supports C12's mission, helping Christian CEOs and Business Owners Build Great Businesses for a Greater Purpose and desires to contribute to a values-based organization.

General

- The ideal candidate will bring a combination of technical skills and strategic vision, supported by a collaborative attitude and a dedication to accuracy and integrity. They will not only analyze data but also translate it into meaningful insights, providing value across the organization and helping drive continuous improvement and mission alignment.

Position Compensation & Benefits

- Competitive base salary and incentive-based profit sharing
- HSA-eligible healthcare program, disability insurance, fitness membership subsidies, and 401k (with employer matching)
- Chaplain care, RightNow Media account, executive books summaries, and scholarship towards ongoing advanced education at Regent University

C12HQ Overview

Founded in 1992, C12 operates Business Forums around the globe for Christian CEOs, Key Players, and business leaders. Structured as a franchisor, we support more than 210 full-time Chairs who operate hundreds of Forums representing 4,300+ dues-paying members. Our HQ team provides systems, tools, curriculum, group formats, marketing, training, accountability, and execution support for the Chairs and members.

C12 members participate in monthly meetings with peers for leadership development, accountability, wise counsel, and best practices to lead Businesses as a Ministry (BaaM). The content we provide equips them to achieve measurable results in the five core areas of business: revenue generation, operational management, organizational development, financial management, and ministry, all anchored around a Christ-honoring cultural paradigm (mission, vision, and values).

C12 currently operates in over 140 US metropolitan areas across 38 US states as well as SE Asia and Brazil. We have a 2025 vision plan to grow to at least 250 Chairs and 5,000 members by adding 25 new

US markets and multiple non-US markets. The scaling of the C12 mission towards the near- and long-term vision requires incredibly talented and committed team members who fulfill the “5 Cs” of character, competency, calling, contribution, and chemistry.

For more information, visit www.joinc12.com.

Our Mission

We exist to equip Christian CEOs and owners to build great businesses for a greater purpose.

Our Vision

To change the world by advancing the gospel in the marketplace.

Our Values

Our mission compels us to do all things in a replicating way where we are fostering disciple-making disciples of Jesus in the marketplace. Our core values shape how we behave and go about fulfilling our mission and the accountability parameters around innovation and execution.

Results Matter: God measures results, and so should we.

Gratitude: We embrace our calling in light of God’s grace with thanksgiving.

Pressing On: We operate with a zeal for God’s best in all things, never settling, coasting, or quitting.

Camaraderie: We joyfully serve as a cadre, embracing God’s call to unity in Christ.

Humility: We desire God’s best and are always open to learning and correction.

Bema Mindset: We operate as stewards with eternal accountability in everything.

Additionally, within C12HQ, we embody the pursuit of **Buffalo Culture**, which undergirds C12’s core values and mission. You can read more about the “culture code” at www.BuffaloCulture.com.

Key Intangible Characteristics of the Ideal Candidate

Called: A passion for our mission and a sense that this role and company are a strong fit for the gifts, talents, passions, and experiences with which God has entrusted this person. Must be mission-motivated with a resolve to overcome obstacles, anchored in a sense of purpose in this work.

Servant Leadership: Nobody is above any task, and we are all here to serve others. Every customer—internal or external—needs help, and the most powerful way to lead will be to serve.

Learning and Adaptive: As a small business with a big mission scaling rapidly, new systems, technology, and situational adaptability are typical and expected. This person must have an appetite for learning and skill improvement.

Grit, Determination, & Resourcefulness: Not everything will have a pre-planned solution. This person will have to be resourceful in figuring things out, resist feeling overwhelmed, and be willing to roll up their sleeves to make things happen. This person will have to have an open mind and good resolve, whether it’s looping in other people, finding tools online, or seeking best practices.

Organizational Skills: We serve a God of order and creativity but live in a world of chaos and confusion. This person gets to help bring the Kingdom of God to the office by being a constant organizational force.

It will require a capacity for seeing patterns, discerning better processes, and prioritizing and systemizing for improved outcomes.

Chemistry Fit: We have a unique and fun culture—we laugh, tease in love, press in, work hard, and jump in to figure things out. Fitting into the team chemistry is essential, particularly on a lean team!

High Character: We operate with a high-trust culture. Personal values must fuel our work. Integrity, honesty, compassion, reconciliation, and diligence are all things this person must possess to flourish.

Energy & Enthusiasm: This person must bring joy and passion for work to the job. Encouraging and spurring on others in the mission while being self-motivated and positive is essential.

Multitasking: This is not a steady-state or static environment. Workflow will cycle, and interruptions are normal, so this person must be able to juggle and adjust on the fly.

Project Management: While multitasking, this person must be able to keep an eye on deadlines and critical dependencies, working to preserve them or source support proactively.

Our People Strategy

We are in the people business! While we can never reach a perfect organizational model, we can strive towards it in our daily efforts and mission. With that vision comes a focus on key initiatives, listed here with the indicators of success.

Shared Direction: A collective understanding of what the organization stands for, where it is going, and how we will get there. Indicators: a clear, inspiring vision, well-executed strategies, and aligned goals.

Authentic Values: Deeply held principles guiding all decisions and relationships and reflected in the conduct of everyone at all times. Indicators: high levels of trust and communications, uncompromising integrity and ethics, socially responsible practices.

Productive Relationships: Open, collaborative relationships that recognize and honor the commitments that people make to themselves, each other, their work, and the organization. Indicators: respect for all individuals, effective problem-solving and decision-making, transparent accountability, and effective teamwork at all levels.

Liberating Processes: Flexible structures, processes, and technologies that allow people to do their best work and collaborate effectively across boundaries. Indicators: clear organizational design, collective knowledge, the right tools and technologies, and the right people performing the right jobs.

Outcome Learning: Results-focused learning that strengthens individual and organizational capacity to cope with the present and define the future. Indicators: continuous teaching and learning, knowledge and skills development, leadership development at all levels.

Motivating Metrics: Fair, meaningful performance requirements that measure, reinforce, and reward high performance and manage poor performance. Indicators: clear and energizing performance requirements, relevant work measures, differentiating rewards.