



Position Description.

Business Intelligence and Automation Specialist

Job Title:	Business Intelligence and Automation Specialist
Reporting to:	SVP Strategy & Technology
Department:	Commercial
Location (primary):	Cairo
Name of hiring manager:	Sebastian Kuckart

Job Purpose.

The Business Intelligence and Automation Specialist will play a key role in supporting the business needs by creating and managing reports, building automation solutions, and ensuring seamless integration with MySQL, PowerBI, and Microsoft Power Platform. They will act as a bridge between the technical team and business units, analysing and optimizing existing reporting and automation processes.

As a critical role, the Business Intelligence and Automation Specialist will assist the SVP Commercial and Technology in managing the development and maintenance of all reporting and automation solutions, including but not limited to PowerBI reports, Power Apps, and Power Automate workflows, and keep track of the progress.

The successful candidate will have technical expertise in MySQL, PowerBI, and Microsoft Power Platform, and a proven track record in managing complex reporting and automation projects. They will be responsible for improving business efficiency and building strong internal relationships through technical support and collaboration.



Key Responsibilities.

The Business Intelligence and Automation Specialist will be responsible for managing the creation and maintenance of reports, building automation solutions, and ensuring seamless integration with MySQL, PowerBI, and Microsoft Power Platform. Additionally, they will act as a bridge between the technical team and business units, analyzing and optimizing existing reporting and automation processes. The key responsibilities of the Business Intelligence and Automation Specialist are outlined below:

- **Report Design and Development:** Manage the design, development, and maintenance of reports using PowerBI and other reporting tools. Collaborate with business units to understand requirements, and take ownership of the report creation process, ensuring alignment with business goals.
- **Automation & Integration Management:** Act as the lead in building automation solutions using Microsoft Power Platform, including Power Apps and Power Automate. Liaise between the technical team and business, diagnose issues with existing automations, and propose relevant solutions. Work with cross-functional teams to resolve complex issues.
- **Database Management:** Manage the utilization of Data for database management, ensuring data integrity and accuracy. Analyse and define the requirements, translate them into functional requirements for the development team, and own the implementation, providing ongoing support, testing, and troubleshooting.
- **Improve Business Efficiency:** Optimize the business processes through focused analysis and implementation of automation solutions to help UHI grow. Review technical performance (including data accuracy, automation efficiency, and system integration), understand the opportunities, and propose relevant solutions.

Key Measures.

- **Report Accuracy Metrics:** Data Integrity, Error Rate, Alignment with Business Goals
- **Automation Efficiency Review:** Execution Time, Error Rate, User Adoption
- **Database Management Metrics:** Query Performance, Security Compliance, Data Integrity
- **Time to Implement Solutions:** From Requirement Gathering to Deployment
- **Business Process Improvement Metrics:** Efficiency Gains, Time Saved, Cost Reduction

Required Experience and Knowledge.

Essential	
Qualifications & Knowledge	<ul style="list-style-type: none"> • A proven track record of Business Intelligence, Automation, or other relevant experience in managing complex reporting and automation projects. • Experience and strong knowledge of MySQL, PowerBI, Microsoft Power Platform (including Power Apps and Power Automate). • 2+ years of experience in a related field or industry is a must. • Technical background and knowledge of database management, reporting tools, and automation solutions are essential. • Proficiency in the English language is a must, and knowledge of other Arabic is a plus. • Experience in cross-functional collaboration and liaising with development teams. • Strong technical skills to provide first-line support and training to end-users. • Experience in conducting functional and technical testing of reports and automation solutions.
Experience, Skills and Behavioural Requirements	<ul style="list-style-type: none"> • Analytical Skills: The ability to analyse complex data and translate it into actionable insights is crucial for this role as it involves creating and managing reports that drive business decisions. • Problem-solving: The candidate should be able to identify and solve problems as they arise, as this role involves managing complex reporting and automation processes. • Results-driven: The candidate should be motivated by achieving results and focused on implementing solutions that enhance business efficiency. • Attention to detail: The candidate should have a keen eye for detail and be able to spot discrepancies or errors in data to ensure that reports and automations are accurate and optimized. • Team player: The candidate should be a team player and able to work collaboratively with cross-functional teams, including development, business units, and IT, to drive sustainable growth and build strong internal relationships..

About UHI.

UHI is part of the WebBeds Group; The world's fastest-growing and second-largest business to business (B2B) accommodation provider to the travel industry.

UHI is the leading provider of inbound tourism services in Saudi Arabia, specializing in the simplification of the Umrah journey and the booking process for travellers. We offer a comprehensive range of services, including visa assistance, hotel reservations, meet and greet services, transportation, and sightseeing tours.

Our extensive partnerships with top hotels in the Kingdom of Saudi Arabia, along with our global distribution network, allow us to offer the best deals and packages for travellers visiting the country. In addition to religious travel, we also offer a wide range of leisure and tourism options for our customers to enjoy before or after their spiritual visit.

We are committed to promoting Saudi Arabia as a premier destination for tourism and are aligned with the Kingdom's vision to welcome 30 million tourists by 2030. As part of the WebBeds group, we have over 40 years of experience in the B2B travel industry and the financial support of the Webjet group with a global annual turnover in excess of AUD 3.5 billion. Our team of over 1,800 travel professionals provides an unrivalled level of service to more than 20,000 travel companies worldwide.

Find out more about the UHI business at www.UHITravel.com