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| cid:image003.png@01D2932A.1F9825A0 | | | | | **ROLE PROFILE** | | |
| Customer Insight Manager | | |
| **Reports to:** | Insight Practice Lead | | | | | | |
| **Grade:** | Senior Professional / Technical | | | | | **Job Family:** | Data Analytics & Insight |
| **Leadership Responsibility:** | Direct Reports: | 0 | Indirect Reports: | 0 | | **Regulatory Information:** | Not Applicable |
| **Location:** | Coventry Area | | Working hours: | | | 35 | |
| **ABOUT THE ROLE** | | | | | | | |
| Are you passionate about making sure that the voice of the customer influences decision making across the Society? We have a new exciting opportunity within the Research and Insight Team – a function responsible for ensuring that we listen to and act on feedback from members, non-customers, brokers, and employees.  This role is responsible for leading market research projects either in-house or with third party research agencies for stakeholders across the Society.  Within this role you will be responsible for stakeholder engagement up to FL/EL. You will consult and advise on best practice research methodologies and design and lead bespoke pieces of ad-hoc and syndicated research. You will work independently on all regular surveys aligned with your stakeholders and will be responsible for monthly reporting, ad-hoc analysis, and competitor benchmarking.  You will support the Practice Lead in delivering the Practice roadmap and ensuring all research is impactful and influences decision making. | | | | | | | |
| **ABOUT YOU** | | | | | | | |
| We’re looking for someone who is highly motivated, confident and able to build up strong relationships with stakeholders.  Strong project management skills are essential – you will have strong planning and organisation skills, be able to prioritise work effectively to deliver projects on time, on budget and of a high quality.  You will also require robust analytical skills and be able to translate data in to story-led report and presentations. You will be able to communicate research results in a concise and clear manner that enables stakeholders to make better decisions. | | | | | | | |
| **REQUIREMENTS:** | | | | | | | |
| * Experience of managing market research projects from end to end from initial briefing, through to research design, analysis and delivery is essential. * Good knowledge and experience of research methodologies, tools and techniques. * Quantitative research experience is a must and Qualitative research experience is ideal. * Strong analytical and communication skills are essential with strong data visualisation and storytelling. * Experience of managing research suppliers. | | | | | | | |

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| **YOUR KEY RESPONSIBILITIES**. (Additional detailed performance objectives will be set by your manager) | |
| **General Profile** | As a Customer Insight Manager you will be responsible for working on end-to-end market research projects either in-house or with third parties to help stakeholders across the business to make better decisions. A good understanding of market research principles is required. |
| **People & Relationships** | * Excellent stakeholder management skills as you’ll be aligned with your own set of stakeholders including senior managers and Enterprise Leaders * You’ll also need to manage supplier relationships with market research third parties * Good team player supporting team members * Build a network of relationships with researchers in other building societies and other organisations |
| **Governance, Risk & Controls** | * Maintain an up to date knowledge of Market Research Society code of conduct and GDPR requirements relating to market research * Up to date knowledge of relevant Society policies, processes and procedures in particular relating to Procurement, Legal and Information Security. |
| **Impact, Scale & Influence** | * Confident presenting market research findings to stakeholders of varying seniority * Influencing stakeholders to take action/make decisions based on research findings * Able to advise stakeholders on appropriate research methodologies to meet their requirements. |
| **Decision Making / Problem Solving** | * Highly organised and able to complete work on time, on budget and to spec. * Analytical with high degree of numeracy – able to interpret and distil large quantities of data into story-led insights |
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| **Comparable Roles** |  |