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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
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| **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.
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| **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.
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| **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** |  |