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| cid:image003.png@01D2932A.1F9825A0 | **ROLE PROFILE** |
| Customer Insight Manager - Research  |
| **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 business? 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, customers, non-customers, brokers, SMEs and employees. Following the acquisition of the Co-Operative Bank, this role is responsible for leading the alignment of our NPS surveys across the bank and Society and defining and adopting a best-in-class approach. Within this role you will be responsible for stakeholder engagement and managing our third party relationships. You will consult and advise on best practice research methodologies for each customer journey and aligning question sets, sampling and reporting. You will work independently on all NPS surveys and will be responsible for design, set-up, implementation and reporting. You’ll manage the transition of the NPS surveys on time, on budget and on spec. You will support the Practice Lead in delivering the NPS transition roadmap and ensuring all surveys are 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 and third parties. 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 in depth quantitative research skills, questionnaire design, sampling methodologies, analytical and reporting skills.  |
| **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.
* Experience of managing customer experience progammes and NPS surveys.
* 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** |  |