



Job Details

Reports to: Senior Manager - Brand & Communications

Title: Customer Insights & Planning Manager

Location: Eastpoint, Dublin

Duration: Permanent

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door - you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

The Customer Insights & Planning Manager is responsible for the delivery of innovative customer led insights and planning to underpin brand health, marketing campaigns, product and service developments, churn and customer base management by engaging with key stakeholders throughout the business.

Partnering with our brand team, the successful candidate will work closely with our Customer Care team, Virging Media UK (VM UK), Liberty Global (LG), Research and Above the Line (ABL) agencies to be the central voice for our customers to help deliver the Virgin Media brand promise, generate revenue, reduce churn and drive customer experience excellence.

Specific Tasks/ Duties:

- Provide support to key stakeholders across the Commercial team (brand & communications, product management, customer, online & retail), identifying and embedding core customer insights into brand and product development & enhancement
- Promoting and driving best in class planning & brand experience
- Champions the customer as central to all interactions with an insight and brand led perspective.
- Continuing to develop and implement standardized strategic planning tools to foster consistency over time and across projects working closely with LG in Amsterdam and VM UK
- Creating and leading on-going learning and optimisations for best-in-class insight generation in order to deliver improved customer experiences.
- Create, manage & design overall research program (with Research Executive) to ensure all customer insight is relevant, actionable, within budget and in line with business strategy

- Develop and evolve consumer led profiles of key customer segment groups underpinned by relevant research & mining of internal data.
- Design and develop customer led segmentation, engaging key stakeholders in the creation, evolution, enlivenment and refreshing of core insights.
- Support the wider business in delivering key insights on pricing & competitor analysis
- Developing key messages in partnership with marketing communication and product teams for each consumer segment while supporting all product and propositional changes
- Create, design, test and establish effective qualitative and quantitative research in line with expected KPIs and best practice.
- End to end planning and delivery of research for new product launches and upgrades including trial and post launch phases.
- Effectively manage agency relationships to optimise annual research budget.
- Tracking and monitoring brand health and brand position, creating, monitoring and reporting on appropriate KPIs to track both brand and campaign successes.
- Leading thinking on brand health for the Irish market, developing appropriate monitoring and evaluation tools & to track both brand and campaign successes.
- Build relationships with Virgin Media UK, Corporate and with key professional bodies within the IE market (CXPA, Marketing Institute etc) as appropriate to leverage best practices.

Key Results Areas:

- Brand & Campaign metrics (consideration, preference and key image attributes)
- Advertising effectiveness
- Customer led product & pricing propositions development & enhancement
- Customer Experience excellence (Mystery shopping, retail insights etc)
- Customer lifetime value measurements
- Increase in number of RGU's each year.
- Monthly budget & accrual management

The Person:

You are a strategically focused, data driven, customer focused individual with a 3rd level qualification in marketing or business related discipline and 5+ years recent experience in a similar role.

- Experienced in development of Customer Insight from research design through to communication
- Track record in brand strategy, research and insights
- Strategic brand planning experience in an equivalent role within consumer marketing or a telco environment.
- Senior stakeholder engagement & management including liaison with global teams
- Must have past experience working in a research agency/ research function within a company.
- Accomplished in brand measurement and storytelling
- Comfortable working with data to deliver powerful consumer insights that will form the basis of brand and communication briefs and campaigns.
- Experience and understanding of media and media strategy is an advantage.
- Experience using brand mapping and brand planning tools and understanding segmentation.
- Strong budgetary planning essential and solid research and analytic capabilities.
- Innovative and creative.

- Must have experience managing people.

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension and of course, discounts on our fantastic mobile, broadband and cable. Ready to TURN IT ON? Apply jobs@virginmedia.ie
Not your ideal job? Visit our career page to view all of our other open vacancies;
<http://www.virginmedia.ie/careers>