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| **Job Title:** | Insight Manager - Customer Experience  |
| **Department:** | Data & Insight  |
| **Team:** | Business Partner Team – data and insight  |
| **Camelot Grade:** | G2/T3 |
| **Job Code:** |  |
| **Deadline for Applications** | 19th October 2018 |

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| **Purpose of Role:*** To support the Lead BP Customer Experience in building a best in class consumer insight and foresight capability in Camelot.
* The role is to drive player insight into the heart of the Customer experience programme at Camelot to drive improved performance of customer experience metrics/KPIs and deliver a great experience for all our customers (retailer and player)
* To deliver comprehensive retail analytics and research Insight to help the business deliver better experiences to all our customers across all touchpoints – on-line, app, in store, via TNL call centre
* To help manage experience programmes for both players and retailers to make sure we deliver a fantastic National Lottery branded experience through all our customer journeys and across all channels
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| **Department Purpose:*** To drive insights that will help Camelot deliver better experiences for all our customers across all touchpoints
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| **Key Accountabilities or Duties:*** Ideally from an analytics background, you will work with relevant experts across the business, and act as the ‘bridge’ from the retail analytics team within Data and Insights back into the category teams, assisting on evaluating retail sales performance and grounding ad hoc and tracking research findings with the business/commercial context
* You will also be responsible for the day to day management of the player and retailer experience tracking work and ad hoc customer experience development work for the business
* Manage and deliver internal reporting to a wide range of different internal stakeholders existing across the business
* Be a key member of the customer experience insight team, managing delivery of research and reporting back into the business in a timely manner and with particular attention to how the work can inform business decision making
* Liaise with research agencies running any ad hoc projects and agree briefs, recruitment criteria, discussion guides and other documentation, reporting
* Assist in co-ordination of logistics and diaries and project management
* Where possible merge other data with the experience tracking to tell a more complete story for the business
* Develop appropriate reporting methods and publish as required
* To identify the ideal TNL experience across touchpoints and drive continuous improvement within the business to deliver ever improving customer experience
* Help identify player journeys, pain points and moments of truth in player journeys and help work out priorities for improvement by clearly outlining the impact of improvements on the player and returns to good causes
* Assist the Lead BP Customer Experience with annual budget construction and management for the team
* Work with relevant experts across the business to make sure any feedback from players related to experience is considered in conjunction with primary research data e.g. Social
* Continuously seek and develop new research techniques and capabilities to drive consumer insight
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| **Organisational Competencies** |
| Expertise: Business Expertise | Applies best practices and knowledge of internal/external business challenges to improve products, processes or services |
| Expertise: Functional Expertise | Has developed depth and/or breadth of expertise in own discipline |
| Delivering Solutions: Problem Solving | Solves complex problems; takes a new perspective on existing solutions, occasionally identifying innovative solutions |
| Delivering Solutions: Customer Focus | Interprets customer needs; assesses requirements and identifies solutions to nonstandard requests |
| Impact: Influence | Explains difficult concepts and influences internal colleagues to adopt a different point of view |
| Impact: Decision Making | Makes decisions within guidelines and policies; Decisions impact a range of standard and nonstandard customer, operational, process or project activities |
| Resource Management: Project Management | Can competently manage a diverse range of projects spanning player research through to sales analytics |
| Resource Management: Financial Management | Monitors and controls costs of own work and may manage costs for the immediate Player & channel experience programmes; |
| Stakeholder Management Skills | Comfortable developing relationships across a diverse range of internal stakeholders including category teams (retail, digital, customer experience) |
| Team Player | Supports the Lead BP Customer Experience Insight and works collaboratively across the team, as well as completes individual objectives |

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| **Skills & Experience:*** Strong researcher with experience of driving retail and also ideally digital insights in a Customer Experience setting
* Solid analytics background, proficient in the use of Excel (pivot tables, pivot reporting, advanced formulae etc.), Business Objects, and also ideally Clic (our online sales reporting platform)
* A thorough understanding of retail trade, retail insight sources and category management
* Proven ability to take information from multiple sources (consumer, sales, customer and macro trends) to formulate Insight and provide recommendations and options to inform player experience strategy
* Strong project management skills, capable of managing research projects from brief to Insight delivery
* Practical experience and excellent knowledge of quantitative research skills (questionnaire design, sampling, stimulus, analysis and interpretation of quant data) and qualitative research methodologies (groups vs. depths, sampling, optimising discussion guides, and interpreting Qual research outputs) including tracking and ad hoc research.
* Experience in developing Player experience metrics and conducting key drivers into top line metrics
* Presentation and communication skills, able to present confidently to senior managers and cross functional teams
* An interest in behavioural science is desirable
* Awareness of regulatory environments and implications on Insight development would be useful
* Familiar with MRS Code of Conduct to ensure all research is conducted ethically and responsibly
* Highly proficient in the use of Microsoft Office tools for analysis and presentations
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*Personal/the ‘how’*

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| **Takes Charge** | Can take charge of difficult challenges. Able to inspire, lead and coordinate teams |
| **Thinks differently** | Naturally curious, challenges the norm, whilst being receptive and considerate to other ways of approaching things |
| **Personal development** | Always looking to better themselves – understanding of their own areas for development |
| **Influence** | Confidence/assertiveness in dealing with and presenting to senior managers with strong influencing skills |