



Example Job Description

Name: John Smith

Role title: Research & Market Intelligence Manager

Role

purpose:

- Manage and coordinate all market research requirements
- Manage competitor intelligence including competitor offers and activities.
- Identify gaps in meeting customers' needs.
- Collate and report relevant internal and external information.

Market Intelligence (Weighting 40 %)

- Establish the competitor intelligence function – including the framework for co-ordination and processes to gather relevant data from all necessary sources – including competitors' communications, front line staff, stakeholders and the media.
- Analyse and interpret information on competitor intelligence - including competitors' offers, value propositions, alliances and market relationships, and activities that are impacting on our market share.
- Produce a monthly report - including interpretations and distilled learning's arising from market changes and observed trends.
- Provide summary information to all relevant managers to assist in the development of counter offers and marketing strategy initiatives.
- Provide feedback and briefings to front line staff on key findings from competitor analysis.

Market Research (Weighting 40%)

- Review the design and scope of all existing research to align it with any new market direction and product requirements.
- Continuously analyse and interpret research on customer perceptions of our image and performance of products and services.
- Analyse and monitor research on the key drivers of customer satisfaction, and aim to determine key factors determining customer loyalty.
- Utilise research to monitor customer opinions and perceptions of our major competitors (eg: their communications & sales propositions).
- Produce a monthly report on key research findings, including the effectiveness of our external communications.
- Coordinate and facilitate market research to ensure quality control and the use of cost effective methods. Review the efficiency of all research processes.
- Utilise secondary research and where necessary purchase appropriate information.
- Manage and monitor the ongoing effectiveness of our research suppliers and maintain satisfaction amongst key internal stakeholders.

Other Responsibilities (Weighting 20%)

Falcon Writing



- Contribute to the development of sales, marketing and product strategies to improve customer retention.
 - Manage the market research budget for this year, and report on YTD expenses against the research budget.
 - Develop a market research and intelligence budget for the next year.
 - Contribute to the continued development of a retail brand value proposition and market positioning strategy.
 - Contribute to developing effective external communications to support our brand and to build customer interest in our products.
 - Assist the Marketing Manager as required - including planning; reporting and Board reports.
 - Contribute to the development of staff.
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Individual Capability Targets

<ul style="list-style-type: none">▪ Identify business risks and opportunity in my area of the business.▪ Identify and actively address business improvement opportunities and operational efficiency
<ul style="list-style-type: none">▪ Use systems and resources to implement responses to important and urgent tasks.▪ Select and build effective teams as necessary.▪ Implement activities to deliver specified outcomes on time, to budget and to quality.
<ul style="list-style-type: none">▪ Apply people coaching and mentoring.▪ Take advantage of peer review to improve self-management.▪ Encourage feedback, evaluate and take corrective action in relation to own decisions.
<ul style="list-style-type: none">▪ Implement change management plans.
<ul style="list-style-type: none">▪ Make use of technology for the efficient running of the Section and lead the application of new technology.▪ Identify and apply opportunities to use technology to improve the business.
<ul style="list-style-type: none">▪ Participate in major projects and cross boundary work as required.▪ Build and maintains effective working relationships within the Business Unit