

Role Title Proposition Marketing Manager – New Business Opportunities #026	Business Unit eircom Consumer & Small Business Unit
Role Description / Objectives <ul style="list-style-type: none"> • The role will be key in driving differentiating from eircom versus the competition in terms of the non-price components of the purchasing decision / 'decision' to stay – there is a critical requirement to step-change our approach to delivering Value-Beyond-Price. • Responsible for developing and delivering the 2-Year Roadmap (e.g. Closed User Groups / 360° propositions, driving complementary offers, etc.) with the Teams and Segment Manager primarily, but also across functions, including the Product Strategy Team. <ul style="list-style-type: none"> • Accountable for two key FMC deliverables in Q2/Q3 to deliver key ATL messages for eircom. • Lead on Device Solutions for Consumer Markets (not technical / testing, but commercial evaluation), working with the Segment Managers to deliver differentiating solutions • Take the lead on key Strategic Projects for Consumer Markets • Point Person / Team Member representing Consumer Markets interfacing with other areas in the short-term, and in the longer-term, particularly in relation to bundling future products 	
Key Performance Indicators <ul style="list-style-type: none"> • Development & Delivery of FMC Roadmap, and Deliver 2 Key FMC Projects in Q2/3. • Deliver a Device Strategy / Solution(s) in Q2/Q3. • Key Strategic Projects as Identified. 	Competency Profile Business Strategic Perspective (3) Commercial Focus (3) Results Focus (3) Analytical Skills (2) People Leadership (2) Influence & Winning Commitment (3) Teamwork (3) Other Experience Required Candidates should have 5/7 years experience in a Product Marketing role, with exposure to: Strategy Development, Pricing, Business Case Development, Proposition Development / NPD.
Supervising Manager Head of Consumer Segment & Propositions	Terms of Appointment 3 Year Personal Contract / SA