

<b>Role Title</b> <b>Broadband Proposition Marketing Manager #025</b>	<b>Business Area:</b> <b>eircom Consumer &amp; Small Business Unit</b>
<b>Role Description:</b> <ul style="list-style-type: none"> <li>▪ Support the Senior Proposition Marketing Manager for BB in devising and delivering on our <b>Access Strategy for Consumer BB</b>, including the critical evolution of the BB network.</li> <li>▪ <b>Differentiation Strategy:</b> Work with eircom.net and Product to develop and deliver a Content / VAS / Differentiation Strategy focused on the key consumer segments needs to differentiate eircom BB. Deliver differentiating propositions to support the delivery of our Acquisition, Winback and Retention targets.</li> <li>▪ Initiate and deliver the <b>Promotional Strategy</b> for Consumer BB to deliver our Acquisition, Winback and Retention targets, including Online Exclusives where feasible to increase the BB share of Connections / Upgrades deliver via eircom.net. <ul style="list-style-type: none"> <li>▪ Leverage our Promotions to achieve our Upsell / ARPU Growth target for 10/11 onwards, including working with Sales and Base Management on a programme of activity.</li> </ul> </li> <li>▪ Initiate and deliver <b>Process Enhancements</b> to improve the Customer Experience, and increase our 'stickiness' / reduce Churn, and increase our NPS performance.</li> <li>▪ Lead on <b>Device Solutions</b> for Consumer Markets (not technical / testing, but commercial evaluation), working with the Segment Managers to deliver differentiating solutions e.g. PSTN/DSL devices, FMC devices, etc.</li> </ul>	
<b>Key Performance Indicators</b> <ul style="list-style-type: none"> <li>• BB Connections / Ceases / Line Base.</li> <li>• BB ARPU Growth</li> <li>• VAS – Penetration &amp; Churn Reduction.</li> <li>• Delivery of Agreed Roadmaps for BB, BB Promotions, VAS / Content and Devices.</li> </ul>	<b>Competency Profile:</b> <p><b>Business</b>  Strategic Perspective (3)  Commercial Focus (3)  Results Focus (3)  Analytical Skills (2)</p> <p><b>People</b>  Leadership (2)  Influence &amp; Winning Commitment (3)  Teamwork (3)</p> <p><b>Other Experience Required</b>  Candidates should have 5/7 years experience in a Product Marketing role, with exposure to: Strategy Development, Pricing, Business Case Development, Proposition Development / NPD.</p>
<b>Reporting to:</b> <b>Head of Consumer Segment &amp; Propositions</b>	<b>Terms of Appointment:</b> 3 Year Personal Contract / SA