

Eircom is driven by innovation and has a passion for the future, just like you! We are a dynamic company and are constantly looking for new ways to improve our products and service offerings.

As the incumbent fixed-line telecommunications provider, eircom has the most extensive fixed-line telecommunications network in Ireland in terms of both capacity and geographic reach. The company has over 1.2 million customers and provides a comprehensive range of advanced voice, data and internet services to the residential, business and enterprise markets. We provide and integrate a full range of communications products and services that connects Ireland to the world.

Our success is based as much on our future friendly team as the innovative internet, voice, data and wireless products and solutions we offer. We believe that you will find our high-performance culture personally fulfilling & professionally challenging. Does this sound like something you want to be a part of?

Position Overview:

Reporting to the Head of Base Management the Bill Pay (Post Pay) Retention Manager will be responsible for developing and implementing programs that reduce customer churn among the bill pay base. This role supports the Base Management strategic objective in developing and implementing programs to increase the value and profitability of the base. It also develops and implements marketing initiatives designed to support Meteor's lifecycle management programme.

This position will be located in our offices in Heuston South Quarter.

Responsibilities:

- Management of multiple direct communications programmes across various media and channels.
- Monitoring of performance at key retention touchpoints such as the retention call centre, working closely with Operations. Developing retention propositions as needed in response to competitor offers to optimise save and conversion rates
- Develop, implement and evaluate new programmes – both reactive and proactive - designed to enhance Meteor's capability to proactively manage the customer lifecycle
- Responsible for defining and meeting the needs of segments of the billpay business.
- Management of relationships with various internal and external customers/vendors that contribute to increased customer tenure
- Develop and implement programs (on-time and to budget) to improve the customer experience.
- Analyse results of programs and campaigns implemented and make recommendations for path forward.
- Commercial sign off and business casing for propositions that have a positive impact on customer retention & revenue. Achieving formal sign off at senior governance levels

- Use analysis of customer data to understand the problems or areas causing churn, before programme definition
- Lead, coach and manage a team of one direct report.

Required Knowledge and Experience:

- 5+ years of marketing/CRM experience– preferably in customer retention
- Experience in a large consumer organisation – preferably telecommunications
- Campaign management experience with exposure to direct communications planning, budgeting and evaluation across all channels
- Experience in the planning and delivery of complex marketing programmes in a demanding environment.
- Comfortable with the interpretation and manipulation of customer data to provide insight into customer behaviours.
- Strong skills in planning, organisation, scheduling, problem solving and the resolution of conflicting priorities.
- Excellent leadership, negotiating and influencing skills.
- Excellent communication skills with the ability to interact up to senior management level.

To Apply:

To apply for this position please send a CV to recruit@eircom.ie and quote the job title in the subject line.