

**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 Online Sales and Services the Consumer Sales Channel Manager is responsible for delivering the online consumer sales targets for eircom. The role is responsible for ensuring our online channel meets the discover and purchase needs of our eircom customers for all targeted segments and propositions. Primary responsibility is to define and deliver an online sales programme for eircom that transforms the level of sales and fulfils our net-centricity strategy.

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

### **Responsibilities:**

#### **Online Sales Strategy Formulation;**

- Formulate eircom online sales strategy that transforms eircom into an online business in how it interacts with its customers to achieve best practice self-service benchmarks.
- Design and champion a net-centric approach to eircom sales & marketing strategy, customer experience design and product development that drives online sales
- Monitors and applies relevant industry trends and developments to improve eircom online performance.

#### **Sales Programme definition and delivery:**

- Identify and qualify online requirements and opportunities supporting eircom online sales strategy to determine prioritised online programme delivering optimal mix of channel substitution, new revenues, cost savings and customer satisfaction improvements with supporting business case
- Ensures alignment and synergy across all relevant programmes / departments, including Online Delivery, Commercial, Technology, Insight & Analytics, Customer Management etc.
- Translate business requirements into best in class online proposition

- Ensure all initiatives are delivered through user-centric design process (using personas, info architecture, wireframes, use casing and usability testing) to produce optimum online customer experience (incl. focus on SEO, style guide alignment)
- Design fulfilment process for manual, automated and exception sales transactions
- Deliver targeted benefits committed to in each of the above programmes

### **Channel Management**

- Deliver targeted channel share for online sales
- Monitor and optimise key KPI levers (including reach (off-site), traffic analysis, conversion, abandonment, breakage) and deliver improvement initiatives in collaboration with other stakeholders
- Leverage analytics and customer insight to optimise online proposition and experience

### **Relationship Management**

- Gain director approval and sponsorship of Eircom sales programme.
- Establish appropriate governance structure and communications/reporting processes to ensure full visibility of sales programme and performance working very closely with Eircom sales and marcomms.
- Manages virtual working and project teams to ensure that project milestones and objectives are always achieved
- Influence relevant functional heads to implement supporting “net-centric” strategies (e.g. pricing, marcomms)
- Behave according to “Our Way” values at all times

### **Required Knowledge and Experience:**

- Online expertise in ecommerce
- Understanding of web principles usability, digital marketing, social networking, information architecture

### **To Apply:**

To apply for this position please send a CV to [recruit@eircom.ie](mailto:recruit@eircom.ie) and quote the job title in the subject line.