

Head of Market Research Insights and Analytics

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:

The **Head of Market Research** will report directly to the **Director of Insight & Analytics**. Through the delivery of market leading customer research they will support and shape the consumer and small business marketing/business strategy

This position will be based in our new offices in Heuston South Quarter.

Responsibilities:

- Bring thought leadership and innovation to the research team and ensure that the outputs of the team are efficiently utilised to drive solutions and make recommendations.
- Define the strategy for making most effective use of research across the commercial and customer management functions.
- Effectively synthesise intelligence in order to shape executive decisions.
- Work closely with the Insights Partners to ensure the voice of the customer is represented in the proposition development process.
- Provide visibility of the performance of the organisation through tracking studies with a view to developing a culture of continuous review and innovation.
- Lead project brainstorming/problem solving activities within the research team and with external teams.
- Ensure that relevant sources of information and tools are used to articulate the voice of the customer and the market.
- Effectively use secondary, syndicated and omnibus studies to optimise research spend.

Required Skills and Abilities:

- Ability to develop and motivate a high performance culture.
- Excellent ability to drive customer centric mentality.
- Excellent quantitative & qualitative data interpretation and decision making skills.
- Very strong commercial awareness and customer focus.
- Very strong ability to influence senior management at director level.
- Excellent ability to work collaboratively.
- Ability to handle a complex workload.

Required Professional Qualifications and Experience:

- 6+ years management experience delivering a range of customer research solutions, with an established track record of managing a high performance team and delivering incremental value.
- Strong market research knowledge with a background in the delivery and evaluation of both quantitative and qualitative research.
- Proven analytical, problem solving and people management skills.
- Excellent communication skills with a strong track record of delivering into executive level.
- Proven strategic thinker, successful roles drawing on the ability to interpret customer research & translating results into actionable insights.
- Primary degree in Business, Marketing, Social Sciences or other relevant discipline.
- Deep understanding of a range of research methodologies.
- Strong understanding of the application of research in a commercial environment.
- Strong project management skills and able to work on multiple projects concurrently,
- Strong working relationship with Irish market research vendors.

To Apply:

To apply for this position please send an up to date CV, quoting the job title in the subject line to recruit@eircom.ie.