

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 Segment and Proposition Marketing the Prepay Segment Manager will be responsible for development of prepay proposition and services for the Meteor brand. This is a commercial and customer centric role and requires a senior marketer with a strong understanding of the mobile industry with credible knowledge of customer segmentation, customer insights, Product marketing, development, pricing and overall proposition strategy development. The role holder will be a strong influencer with the ability to galvanise teams across different departments and organisations ensuring delivery on behalf of the segment.

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

Responsibilities:

- Drive and develop strategy and plan for delivery of new products and services for Prepay Voice, MBB and Mobile Internet Portfolio
- Work cross functionally to bring propositions to market on time with ‘go to market’ strategy and with the customer at the heart of the delivery.
- Development of segment by segment strategy through gaining a deep understanding of our customer base and their needs
- Produce and maintain an aggregated view of external market threats/opportunities and internal strengths/weaknesses as context and rationale for the market strategy and plan
- Represent, understand and champion the insights of the customer across the business.
- Collate and align sales, segment and proposition forecasts to be associated with the market strategy and plan
- Sponsor the development of systems that support a 3600 view of the customer to enable better retention and reveal up-sell opportunities
- Initiate the development of new segments, propositions and capabilities revealed by ongoing external and internal analysis
- Work as part of the Segment and Proposition Marketing team, providing feedback and ideas for improving cross-market performance
- Build and maintain relationships within key business areas across the team, the wider Group and third party suppliers.

Required Knowledge and Experience:

- Strong commercial skills
- Project management discipline

To Apply:

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