

Role Title Consumer Segment Manager – Families #023	Business Area: eircom Consumer & Small Business Unit
Role Description: <ul style="list-style-type: none"> ▪ Accountable for the P&L and Line Base of key Family segments (Hectic Tech Families & Affluent Technos), and as such, is accountable for all financial and propositions elements to target / retain these bases. ▪ Commercial Lead on Voice & Bundles – Accountable for key Voice & Bundles Metrics across all of the consumer segments, and therefore responsible for collaborating with Sales, Propositions, the Non-Family Segment Manager, Insights, etc. to deliver the PSTN, TT and Bundles targets, including Traffic. ▪ Lead Virtual Segment Team for the key Family segments with an eye on Family sectors, to set and deliver the Segment Strategy & Plan. ▪ Responsible & Accountable for bottom-up Segment / Product Financial Plan as part of planning process. Accountable for delivery Gapfill Analysis & Plans. ▪ Fully accountable & part-responsible for Go-to-Market Plans for Family Segment-specific activity & for Voice & Bundles-led propositions, working with Propositions, Base Management, Comms, Sales, etc. ▪ Responsible for channel interface on channel requirements / sell-in. ▪ Work with Insights Partner to derive actionable insights for their lead segment / product, and Head of Research to initiate specific segment / proposition research. ▪ Responsible for identifying 'softer' deliverables (e.g. process enhancements – 30 Day Written Notice), and supporting the Proposition Managers on the delivery of these. ▪ Establish & set segment targets . Increase eircom BB penetration, 12-Month Rolling Segment Plan, and work with Virtual Team to achieve targets. 	
Key Performance Indicators <ul style="list-style-type: none"> • PSTN Line Base – Net Demand, Revenue, Churn, Tenure, LTV. • TT Penetration of PSTN Base. • Bundles Penetration of BB Base Winback as % of WLR / GNP Losses. • BB Penetration of Family Segments. • Key Metrics from Brand & Sat (Using Golden Questions). • eircom % of Family ICT Wallet (TBC). 	Competency Profile Business Competencies <ul style="list-style-type: none"> • Business & Results Focus (3) • Strategic Perspective (3) • Customer Focus (3) • Problem Solving (2) • Analytical Skills (3) People Competencies <ul style="list-style-type: none"> • Teamwork (3) • Oral & Written Communication (3) • Influencing and Winning Commitment (3) Other Experience/Attributes Required: <ul style="list-style-type: none"> • Very Strong at Leading Virtual Teams – Winning Commitment, Influencing, Organisation, Motivation. • Strong Business Acumen & Numeracy – Very comfortable and capable analytically. • Marketing or Business-Related Degree.
Reporting To: Head of Consumer Segment & Propositions	Terms of Appointment: 3 Year Personal Contract / SA