

<b>Role Title</b> <b>Consumer Segment Marketing Manager – Non-Families #024</b>	<b>Business Area:</b> eircom Consumer & Small Business Unit
<b>Role Description:</b> <ul style="list-style-type: none"> <li>▪ <b>Accountable</b> for the P&amp;L and Line Base of key Non-Family segments and as such, is accountable for all financial and propositions elements to target / retain these bases.</li> <li>▪ Commercial Lead on Broadband – <b>Accountable</b> for key Broadband &amp; VAS Metrics across <b>all</b> of the consumer segments, and therefore responsible for collaborating with Sales, Propositions, the Family Segment Manager, Insights, etc. to deliver the PSTN, TT and Bundles targets, including Traffic.</li> <li>▪ Lead Virtual Segment Team for the key Non-Family segments, to set and deliver the Segment Strategy &amp; Plan.</li> <li>▪ Responsible &amp; Accountable for bottom-up Segment / Product Financial Plan as part of planning process. Accountable for delivery Gapfill Analysis &amp; Plans.</li> <li>▪ Fully accountable &amp; part-responsible for Go-to-Market Plans for Non-Family Segment-specific activity &amp; for Broadband-led propositions, working with Propositions, Base Management, Comms, Sales, etc.</li> <li>▪ Responsible for channel interface on channel requirements / sell-in.</li> <li>▪ Work with Insights Partner to derive actionable insights for their lead segment / product, and Head of Research to initiate specific segment / proposition research.</li> <li>▪ Responsible for identifying ‘softer’ deliverables (e.g. process enhancements – 30 Day Written Notice), and supporting the Proposition Managers on the delivery of these.</li> <li>▪ Establish &amp; set segment targets (e.g. Increase eircom BB penetration, 12-Month Rolling Segment Plan, and work with Virtual Team to achieve targets.</li> </ul>	
<b>Key Performance Indicators</b> <ul style="list-style-type: none"> <li>• BB Line Base – Net Demand, Revenue, Churn, Tenure, LTV.</li> <li>• Bundles Penetration of BB Base (</li> <li>• VAS Targets (Setanta &amp; StudyHub Active User Target)</li> <li>• eircom Group BB Penetration of Non-Family Segments.</li> <li>• Key Metrics from Brand &amp; Sat (Using Golden Questions).</li> <li>• eircom % of Family ICT Wallet (TBC).</li> </ul>	<b>Competency Profile</b> <b>Business Competencies</b> <ul style="list-style-type: none"> <li>• Business &amp; Results Focus (3)</li> <li>• <b>Strategic Perspective (3)</b></li> <li>• <b>Customer Focus (3)</b></li> <li>• Problem Solving (2)</li> <li>• Analytical Skills (3)</li> </ul> <b>People Competencies</b> <ul style="list-style-type: none"> <li>• <b>Teamwork (3)</b></li> <li>• Oral &amp; Written Communication (3)</li> <li>• Influencing and Winning Commitment (3)</li> </ul> <b>Other Experience/Attributes Required:</b> <ul style="list-style-type: none"> <li>• Very Strong at Leading Virtual Teams – Winning Commitment, Influencing, Organisation, Motivation.</li> <li>• Strong Business Acumen &amp; Numeracy – Very comfortable and capable analytically.</li> <li>• Marketing or Business-Related Degree.</li> </ul>
<b>Reporting To:</b> <b>Head of Consumer Segment &amp; Propositions</b>	<b>Terms of Appointment:</b> 3 Year Personal Contract / SA