

Role Title Senior Commercial Strategy Manager #022	Business Area: eircom Consumer & Small Business Unit
Role Description: <ul style="list-style-type: none"> ▪ Accountable and Responsible for (working with 'Head of') the delivery of the <u>full</u> Consumer Strategy & Market Plan from a 3-Year & 1-Year perspective, and Quarterly Refreshes thereafter, including : <ul style="list-style-type: none"> ▪ Co-ordinate the integration of Product Roadmaps, Segment Plans, Base Mgt Plans, and Comms Plans into the Consumer Plan, and update on a monthly basis. ▪ Consumer Lead on the Annual Planning Cycle with Finance. ▪ Track and report performance vs the Quarterly & Annual Plan – by channel, segment, proposition, etc., and use this to identify gaps, opportunities, requirements for Remedial Plans, etc. ▪ Responsible for Market & Competitor knowledge base – and use to identify threats, opportunities, new evolving markets, etc. (Note: Channels Responsible for Turning Information into Sales Tools). ▪ Responsible for integration of Brand Strategy into the Consumer Strategy (e.g. propositions). ▪ Specify consumer requirements for insight development, research requirements (for more 'holistic' research requirements), next phase of Segmentation (and 'operationalisation' of the Segmentation – with Base Mgt and Segments), etc. ▪ Lead on <u>Strategic</u> Cross-'Functional' Projects (e.g. Segmentation Projects). 	
Key Performance Indicators <ul style="list-style-type: none"> • Accountable for Delivery of Consumer Market Plan on 3 Year, 1 Year & Quarterly Basis. • Intelligent Analysis of Internal & External Data to Identify Threats, Issues & Opportunities. • Develop Monthly Competitive 'Stacks' to Outline eircom Competitiveness. • Delivery of Agreed Strategic Projects. 	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 (2) Other Experience/Attributes Required: <ul style="list-style-type: none"> • 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