

Role Title Senior Proposition Marketing Manager – Voice & Bundles (Level = Senior Prog Mgr) #027	Business Unit eircom Consumer & Small Business Unit
Role Description / Objectives <ul style="list-style-type: none"> • Key role in the Consumer Segment & Propositions Team in terms of responsibility for delivering and protecting revenue. • Lead Voice & Bundles Steering Team to deliver the 12-Month Proposition Roadmap for Voice, Access & Bundles, and ultimately the Financial Targets – across Acquisition, Winback and Retention / Save. Will require a flexible, team-working approach to navigate internal constraints (e.g. systems, resources) and regulatory challenges, and requires a high-degree of problem-solving. • Represent Voice & Bundles on Virtual Segment Teams, and work closely with the Segment Managers (SM for Families in particular – who will have an accountability for the PSTN Line Base) to deliver segment-centric propositions, derived from segment insights / opportunities. • Continuously evaluate and evolve the Talktime Portfolio to ensure it meets consumers' needs, is competitive in the marketplace (to achieve Acquisition & Winback targets), and to minimise customer loss. <ul style="list-style-type: none"> • Continuously evolve 'eircom Bundles' offering as our core driver of Value-for-Money, and volume driver. Will involve working across Fixed and Mobile. • Work with Portfolio Strategy to deliver and work towards a 3-Year Portfolio Strategy for Voice, Access & Bundles, and ensure individual developments comply with, and deliver upon the strategy (e.g. 'One-in, One-out' rule for Tariffs displayed to customers). • Work with the Segment Leads, Product, Sales, Base Management and Service Development to ensure the customer experience is first-rate, and delivers process enhancements to reduce the barriers to adoption and increase the barriers to defection. • Work with Segment Leads and Brand & Comms to ensure that propositions are accurately represented, and sufficiently supported – by collaboratively building the Go-to-Market Plan. 	
Key Performance Indicators <ul style="list-style-type: none"> • Development & Delivery of Voice & Bundles Roadmap. • PSTN Line Base incl. Customer Acquisition / Winback vs Churn. • Market Share of Fixed / PSTN Market. • % of Base on TT. • TT / BB Bundles Penetration. • Voice Revenues (Traffic / Revenue Growth). 	Competency Profile Business Strategic Perspective (2) Commercial Focus (3) Results Focus (3) Analytical Skills (3) People Leadership (2) Influence & Winning Commitment (3) Teamwork (3) Other Experience Required Candidates should have 7/8 years experience in a Product Marketing role, with exposure to: Strategy Development, Pricing, Business Case Development, Proposition Development / NPD. Team management experience desirable.
Supervising Manager Head of Consumer Segment & Propositions	Terms of Appointment 3 Year Personal Contract / SA