



ROLE PROFILE

Job Title	Customer & Market Insights Analyst (AMK000)	Reports To	Customer & Market Insights Manager	Location	Bradford
Date Updated	March 2021	Department	Customer Experience, Data and Insights	Grade/Band	M4

<p>Purpose: The purpose of the role is to provide support for driving customer and market insight within the business, translating this insight and information into actionable outputs that have a positive impact on the business' ability to develop and maintain a strong competitive advantage</p>			
Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<ul style="list-style-type: none"> Support the delivery of customer and market insight throughout the business. Liaise with stakeholders across the business to share customer insights to enable the business to tailor and refine its activity to ensure it is relevant and pertinent to customers' needs and wants Deliver ongoing external market analysis to allow the business to identify opportunities and risks relating to key market metrics (e.g. addressable markets, growth / decline in value of relevant sectors etc), as well as macro trends and shifts in consumer behaviour and attitudes. To communicate this information to the business in a timely and effective manner Support the business' existing tracking programmes (e.g. Brand Awareness tracking, Kantar, NPS and customer satisfaction surveys) To be committed to the fair treatment of customers at all times To comply with FCA regulations, where applicable Demonstrate behaviours in line with our Company values To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work 	<ul style="list-style-type: none"> Common clarity on customer and market insight throughout the business Key customer tracking metrics (e.g. brand awareness, market panel data e.g. Kantar, customer satisfaction, NPS etc) Agile response through the business to meet changing market dynamics and consumer attitudes and behaviours. 	<p>Essential</p> <ul style="list-style-type: none"> Strong analytical and interpretive skills to deliver meaningful outputs Exposure to appropriate external primary and secondary data sources and their potential application (e.g. Kantar data, Voice of the Customer or Brand Equity tracking studies). Knowledge of both qualitative and quantitative research techniques. Outward looking, understanding the multi channel retail market. Strong interpersonal and relationship-building skills with key internal and external stakeholders to facilitate effective communication and teamwork Managing an independent workload <p>Desirable</p> <ul style="list-style-type: none"> 2-3 years' experience in a marketing research department, client-side or agency. Experience in online home shopping, digital, Fashion, Home or Beauty markets desirable. 	<ul style="list-style-type: none"> Results Focus Customer Focus Market Focus Communication Managing Self Negotiating and Influencing Teamwork Technical Skill Planning and Prioritisation
<p>Dimensions: Reports to Customer & Market Insights Manager, working closely with other Analysts within the Customer Experience, Data & Insights team.</p>			

NB. Organisation chart must be added to the bottom of role profile

