

JOB PROFILE FORM

1. JOB DETAILS

WAP (Admin ONLY):

Position Title: Senior Customer Insights Lead

Team: Customer Insights

Division: Corporate Strategy

Group: Strategy & Community

Reports to (Role Title): Head of Strategic & Customer Insight

Number of Direct Reports: N/A

Budget Mgt Accountability (Opex & Capex Amounts): N/A

2. WHAT DOES THIS JOB DO?

Job Purpose:

To independently manage the enterprise market research which underpins the goal of 'transforming around the customer'. The core purpose will be own and deliver the customer tracking program, including but not limited to, the Brand Health Tracker, Service Evaluation Survey and Hardship tracker – each of which are essential tools for KPI measurement.

Responsibilities (20 dot points or less):

- Confidently manage market research projects independently from end-to-end to ensure they are delivered to scope, on budget and on time
- Own the relationship with the research agency, from day-to-day program management through to quality assurance of research instruments and reporting outputs
- Proactively work with stakeholders internally to ensure the results are appropriately disseminated, relevant and easy to use
- Act as the conduit between internal stakeholders and research agencies so that internal business objectives are accurately translated into research objectives
- With the support of the Head of Strategic & Customer Insight create and deliver quarterly results presentations for Executive level and to Divisional Managers as needed
- Proactively identify opportunities to optimise the current research program so that they can better deliver to strategy and/or stakeholder needs
- Conduct additional, drill-down, analysis as needed to further contextualise research insight and/or provide more actionable insights for stakeholders
- Design, program, field and analyse small surveys via SurveyMonkey as needed
- Ability to juggle multiple projects across multiple teams
- Support the Head of Strategic Research & Customer Insight to further imbed the function within YVW including setting up systems, processes and project plans
- Works closely with and builds influence with stakeholders across YVW and the water industry, working collaboratively on research program design and delivery

JOB PROFILE FORM

- Brings broader strategic context and previous experience into research design, navigating ambiguity, conflicting priorities and proactively finding appropriate solutions to maximise the benefits to customers
- Undertakes relevant reporting and data analysis as part of Pricing Submission, strategic scorecard reporting and other regulatory processes
- Track team's budget, manage procurement processes and payment of invoices

3. WHAT ATTRIBUTES ARE REQUIRED TO UNDERTAKE THIS JOB?

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	Level of Skill/ Experience i.e. Basic / intermediate/ Advanced	Years of Experience
Experience with conducting qualitative research studies including depth interviews, focus groups and more ethnographic techniques	Advanced	3+ years
Strong quantitative skill-set, including ability to analyse data in SPSS or Q and independently program surveys	Advanced	5+ years
Be proficient in all elements of the research process from taking briefs and designing research and analysis to presenting insights	Advanced	8+ years
Proven ability to construct discussion guides and surveys which cover all research objectives while balancing the participant experience	Advanced	3+ years
Exceptional written and verbal communication skills	Advanced	
Highly skilled in all aspects of project management e.g. stakeholder management to achieve required milestones, overall timeline management, budget management	Advanced	5+ years
Have worked in with clients across a range of industries with a proven ability to understand how data feeds into strategic, marketing or product decision making	Advanced	8+ years
Experience in leading both tracking studies and ad-hoc research projects	Advanced	8+ years

JOB PROFILE FORM

Demonstrated ability to bring together marketing strategy and research techniques to ensure optimal research design and outcomes	Intermediate	8+ years
Knowledge and experience in the use of Microsoft Office and BI software packages.	Advanced	
Excellent interpersonal skills and the ability to effectively communicate and liaise with all levels of management and external stakeholders.	Advanced	
Ability to work autonomously and in a team environment while maintaining constructive relationships across the business	Advanced	

3B. WHAT DEVELOPMENT BUILDS THE CAPABILITY FOR THIS ROLE?

PEEPS will capture training or certifications that a person requires to undertake their job activities. When completing this section, do not only consider performance effectiveness, but also consider auditing and safety compliance requirements. When a person is associated with a job, but does not have the required skills, the manager and person will be notified.

Qualifications / Certificates	Mandatory/ Highly Desirable/ Suggested?	Method of Training (e.g. certificate, ticket, observation, on-the-job etc....)	Renewal Required (Y/N/Unsure)	Renewal Frequency (e.g. Never, 1 year, 5 years etc....)
Requirements – university degree supporting the area of expertise (e.g. marketing, market research, psychology, marketing science)	Mandatory	Degree	N	

3C. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes <i>i.e., such as resilience, emotional intelligence</i>	• Attention to detail • Can-do, positive attitude • Problem – solving skills • Strong commitment to customer service • Efficient and results focused • Takes ownership of projects • Resilient and pragmatic
---	--

JOB PROFILE FORM

	• Effective conflict management and resolution • Ability to work autonomously and as an effective team member; ability to self-manage • Flexible and able to handle a variety of tasks • Mature and able to manage conflicting priorities • Willingness to learn and contribute to the broader team
--	---

3D. WHAT ARE THE KEY PHYSICAL, PSYCHOLOGICAL OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements <i>i.e. required to lift heavy boxes, repetitive work, dealing with irate customers</i> <i>Note: some field-based roles will need to complete additional requirements for the role</i>	Hybrid working - meeting stakeholders, leaders and impacted teams at the Mitcham office and at other sites as directed (e.g. treatment plants) to build a strong understanding of the YVW "business" and to develop effective relationships with stakeholders. This role may require out of business hours responses due to the nature of the role and the operational requirements.
--	---

4. WHAT CAREER PATH IS POSSIBLE IN THIS ROLE

PEEPS will hold career path information for jobs within the organisation. This will feed into the PEEPS career and succession planning functionalities. For this job, consider what jobs within the organisation precede and proceed this from a career pathways perspective. Feel free to enter more than one job.

Role before (Name, Team, Division)	Data analyst, CX (may have parallel skill-sets)
Role after (Name, Team, Division)	Senior Manager

5. CHECKPOINT

Is this a <i>Critical Worker</i> role requiring an AusCheck	☒ No ☐ Yes
Does this role require	☒ Police check ☐ Working with children ☐ Victorian Drivers License
Comments	