

Head of Market Research

This is an exciting opportunity to work with a market leading company in mobile telecommunication and have real impact on global strategy and development. Our client requires an outstanding market research professional who, working as part of the senior corporate team, will manage research programmes and activities to drive the company forward to even greater success.

It is expected that candidates will have first class analytical skills and be fully competent with all technical aspects of the market research role. This will include:

- measurement, tracking and reporting on all brands
- analysis of customer satisfaction indexes, competitive benchmarking, functional analysis, campaign reach etc
- defining and measuring corporate benchmarks

In addition to the technical skills required, it is also essential that this person have excellent inter-personal skills and be passionate about the importance and relevance of market research. This is a highly visible role and candidate are required to have drive and confidence in order to be able to steer projects through.

Based in London, this position requires frequent international travel and any language skills would be an advantage. Experience of having worked internationally is essential, as is experience of the mobile telecommunications sector.

Please contact Jill Capadose for additional information as soon as possible.

The purpose of the Global Market Research Manager is to conduct research programmes and activities that provide reports related to strategic brand guidance and performance measurements; and to interpret that produced data, to provide guidance that enables the Corporate Marketing and Regional Sales organisations to drive effective sell-in and sell-through campaigns.

Gather & understand market & consumer behaviour

Analyse and distil key Customer/Consumer Insights

Provide added value insights for strategic decisions with focus on brand guidance and performance measurements

Monitoring & reporting relevant issues to improve our sell in and sell through performance.

Provide common research & analysis methodologies

Provide guidelines & frameworks to gather information

Vendor evaluations

Provide market research framework to support the marketing ROI analysis

MR Agencies

Create & deliver key insights to drive strategic S&M decision making

Implement global market research programmes

Strategic Objectives for Brand

Will ensure robust and measurable processes and systems are in place to measure, track and report Brand KPIs. Will define and manage corporate benchmarks and contribute to Brand direction setting.

Customer Satisfaction Objectives

Responsible for the analysis of outcomes of Customer Satisfaction Index for Retail, Operator and Consumer; analysis for competitive benchmarking; functional CSI analysis; and will ensure robust and measurable processes and systems are in place to achieve these goals.

Campaign ROI

Will research and provide analysis to understand campaign reach and success.

Consumer Insight

Will be responsible to generate the necessary consumer insight for SEMC to drive effective sell-in and sell-through campaigns.

Web Performance

Will evaluate content offerings e.g. fun and downloads from competitors, undertake trend comparison and benchmark against SEMC offering. Will, as appropriate, prepare reports to support regional strategy and setting.

Ad Hoc Projects

Involved in special projects as required: e.g. evaluation of platforms to measure efficiency of in-store promotions. Measure usage & interest in P800 features, etc.

Common Methodologies /Consolidation of Reliable Data

Will design, develop and maintain common methodologies and systems that ensure accurate and timely supply of market research to internal customers.

Supplier Evaluation and Management

Will be responsible for evaluation and management of market research vendors (global and local capability) and provide global methodologies for measurement and evaluation.

Relationship Management, Market Research and Intelligence Network

Will develop and maintain regular multi-level contacts *internally* with the region, PBU, shared SEMC team members and *externally* with parent companies and vendor partners, to enable systematic collection and dissemination of data and information.

Experience

- Must be able to demonstrate competence with accurate and innovative analysis and debate of a business need.
- Must be knowledgeable in market research methodologies and have strong network of agency contacts.
- Will have experience of working in a multi-national/global organisation and will be familiar with the demands of operating in a distributed network, leading and working collaboratively with a large distributed multi-disciplined team.
- Must be familiar in using business applications & tools (e.g. power point and excel).
- Fluent English – written and spoken. Further language skills would be advantageous

Location & Mobility

This position will be based at the SEMC Corporate office. There will be a requirement for significant travel involving overnight and longer stays away.

Compensation & Performance Management

Compensation is performance based. Team and individual results are recognised. Every individual has an incentive plan that is based on results. Performance management will also drive longer term competency development.

