

POSITION DETAILS	
Position Title	Customer Insights and Experience Manager
Reports to (Position Title)	General Manager Marketing
Department / Division	Marketing
Number of Direct and Indirect Reports	0
Date	December 2018
PURPOSE STATEMENT	

The customer and market insights provided by this role will help to inform marketing and broader business strategy, input into the development of the end to end brand experience, inform our loyalty programme and customer relationship management strategy, embed and champion Mitre 10's customer segmentation across the business and work with other Marketing stakeholders to drive media efficiencies. Mitre 10's journey to becoming truly customer obsessed has begun and this role will champion the driving of relevant customer insights into the business to ensure the customer is at the heart of all decision making.

Key deliverables in this role will include: greater customer understanding through the embedding and roll out of customer segmentation, development and execution of the customer loyalty and rewards programme CRM strategy, and continued support to the marketing team and wider business via customer research projects to inform brand, instore experience, omni channel initiatives and being a key stakeholder in business case proposals.

Key areas of focus include drawing intelligence from multiple data and research sources, and the use of analytic techniques, in conjunction with third party partners, to provide actionable insights. The role will demand a significant focus on the continued development of our customer loyalty and rewards programme, as well as, the completion and embedding of Mitre 10's customer segmentation.

The role will also work with the Marketing team to develop the analytics capabilities within the department and oversee campaign delivery and management to drive greater efficiencies and continuous improvements, as well as, playing an integral role in the strategic annual marketing planning cycle.

KEY ACCOUNTABILITIES OF POSITION		
Accountability Description	Measure	Weighting
1: Market Research, Customer Insights and Market Analysis.	<ul style="list-style-type: none"> In conjunction with our research partners undertake customer research projects that provide insightful customer data and information to provide guidance and focus for our future marketing, merchandise and retail operations strategies whilst ensuring that customers remain at the heart of all decisions we make. Lead the embedding of Mitre 10's newly created customer segmentation across both Support Centre and Store teams. Actively use the customer segmentation to inform the 3-year planning process, use the insights gained from the segmentation to deliver clear understanding of Mitre 10's customers' needs/behaviours to the business and use these insights to develop and inform future customer experiences. Take the opportunity to sharpen the FY20/21 Strategy and execution based on the outputs from the customer segmentation project. 	40%

	<ul style="list-style-type: none"> • In conjunction with Mitre 10's key data partners, develop and utilise the appropriate internal and external data sources, so that accurate, insightful and timely market analytics and relevant actions are provided. • Provide on-going dashboard and assessments of the competitor market, category market share and identify actionable opportunities. • Develop and maintain internal relationships for IT development, support and analytics. • Take responsibility for the day-to-day liaison, briefing and relationship management of partners and specialists engaged to provide research, data and insights within budget and in accordance with marketing plans and conduct incisive research to bridge key gaps in understanding highlighted by other analytical work, or by key business stakeholders. • Work closely with the Merchandise and Retail Operations team on gaining and sharing the outputs from data partners and research companies. • Provide regular health checks on advertising cut through and advertising and comms effectiveness, to ensure marketing channels are efficient and performance is optimised. • Work with the Group Marketing Operations Manager to ensure that the same measurement rigour is applied to virtual and digital channels to ensure we capture the contribution made by non-traditional media, using web analytics tools and reporting. 	
Performance Standard:	<p>Below Standard: Information is difficult to understand, and results are not actionable or cohesive.</p> <p>At Standard: Appropriate, meaningful and timely information is provided so that the Marketing team can leverage marketing opportunities and target, test and refine appropriately. Results of actions contribute to business objectives and stakeholders engage positively with the programme. Metrics are adopted by the wider support office team.</p> <p>Above Standard: Leading edge insightful research is conducted that drives new and richer market understanding. Outcomes of targeted communications are above projection and inform business strategy. Data and insights enable the Marketing team to plan, execute, measure and refine activities, leading to significant growth in market share and customer 'loyalty'. Stores are able to have a thorough understanding of their local markets and use analysis to inform local marketing planning and execution.</p>	
2: Customer Loyalty, CRM and Rewards Partnerships	<ul style="list-style-type: none"> • Continue the development and delivery of a cohesive customer database strategy, working with external suppliers and partners where necessary to augment and enrich the data for greater communications relevancy. • Work with key Marketing stakeholders on the delivery and measurement of the evolved strategy for the Loyalty Clubs programmes to ensure the delivery of a richer value proposition that generates greater customer engagement and in turn drives increased membership and ROI. 	30%

	<ul style="list-style-type: none"> • Work closely with the Air New Zealand Loyalty team to continue to deepen our partnership with Air New Zealand Airpoints programme for both our customers and members. • Actively pursue opportunities to engender greater customer loyalty and advocacy and provide customer metrics dashboard. 	
Performance Standard:	<p>Below Standard: Strategy is incoherent, single customer view does not provide ability to target with relevancy, insights are broad and un-actionable.</p> <p>At Standard: Customer database is accurate, and provides intelligence that allows relevant, targeted communication opportunities. We have confidence that we understand when and how to talk to our customers and can measure, control and refine further iterations.</p> <p>Above Standard: Data and insights provide a comprehensive view of customers; CRM platform delivers multi-faceted communications strategy that is driving improved loyalty and share of wallet.</p>	
3: Planning and measurement	<ul style="list-style-type: none"> • Build the marketing and wider business teams' understanding of Mitre 10's markets, customer profiles and key research project outputs – to help identify opportunities, enhancements and improve on performance. • Ensure the Marketing team understand and respond appropriately to market and customer segmentation, needs and insights, and provide assistance to them with campaign planning, execution and evaluation. Assist other users with research and insights, provide guidance with goal setting and focus on business objectives. • Support the continued roll out and upskilling of the marketing team with the usage and implementation of the measurement and evaluation framework for all annual promotional plans. Work with third parties to ensure strong competencies in the marketing team across key analytics tools, such as, 11 Ants and Google Analytics. 	20%
Performance Standard:	<p>Below Standard: Lack of detail to enrich and inform future strategy and planning cycle, little understanding of customer drivers and market segments</p> <p>At Standard: Broad team understanding of focus and opportunities, and significant interaction between stakeholder and others</p> <p>Above Standard: Role becomes 'famous' for making the difference between average and excellent results from the planning and the campaign results.</p>	
5: Team Leadership	<ul style="list-style-type: none"> ○ Assist in leading the marketing team to be engaged and inspired about delivering leading edge campaigns driven by customer insights and learnings. ○ Support and supervise the team and its workload to ensure performance is kept to a high standard. ○ Act as a lynch pin for good cross pollination of ideas and data with senior members of the wider organisation ○ Support the GM Marketing, Brand and Marketing Operations Manager in strategic projects ○ Assist with training and development. 	10%

	<ul style="list-style-type: none"> ○ Take feedback and handle complaints. 	
Performance Standard:	<p>Below Standard: The team is not properly engaged or managed and trained and fails to achieve their KPIs. Team operates as a silo and does not work proactively and functionally with the rest of Support Centre.</p> <p>At Standard: The team is well trained, understands their roles and goals and works in line with the company's values. Performance is monitored, and regular feedback given ensuring the team is effective and successful and engages well with others.</p> <p>Above Standard: This role proactively adds value to the team and engages and mentors them to the extent where they stretch beyond their expected goals and current abilities.</p>	
6: Compliance, & Health & Safety	<p>Understand and adhere to all compliance requirements, internal & external, that govern the company's activities, including:</p> <ul style="list-style-type: none"> • Comply with all legal requirements that impact upon your role • Comply with all Health & Safety guidelines and procedures. • Comply with Mitre 10 (NZ) Ltd policies and procedures • Work in a safe manner and follow all safety procedures • Report hazards, incidents and work-related injuries / accidents promptly in accordance with company Health & Safety policy • Participate in the Health and Safety Hazard awareness process 	
Performance Standards	<p>Below Standard: Non-compliance with any Health & Safety policies or procedures. Unethical or illegal activity.</p> <p>At Standard: Compliance and no avoidable incidents. Honesty and fairness in all activities.</p> <p>Above Standard: Proactive in implementing suggestions and ideas.</p>	
7: General	<ul style="list-style-type: none"> • Be a role model for the company's values: Customer Driven; Honest and Fair; One Team; Down to Earth; Strive for Excellence; Keep our People & Customers Safe • Pursue opportunities for personal development and improvement. • Undertake any other duties or responsibilities your Manager feels are appropriate given your role and skills. 	

FINANCIAL & PROJECT DIMENSIONS	
Total Revenue accountability	N/A
Annual Operational Expense Budget	\$300,000-400,000
Annual Capex Budget	
Expenditure authority maximum	
Project Spend (if applicable)	
Project Impact (e.g. whole organisation, business unit)	Significant – Key role in informing marketing strategy and subsequent implications for the whole business.
Delegated Authority levels (if applicable)	N/A

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
GM Marketing and Marketing Team	Co-ordination and collaboration
Internal & External analysis and data providers	Co-ordination and collaboration
Wider Support Centre and M10 stores, ie, MEGA, Mitre 10 and Hammer Hardware.	Communication and collaboration

CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE	
External Environment (economic climate, competitor activity, ownership):	
Other challenges or complexities that may impact on the ability to deliver outcomes	Managing and coordinating the output of different information providers to get one single view.

POSITION HOLDER SPECIFICATIONS	
Qualifications required	<ul style="list-style-type: none"> Relevant tertiary marketing/business qualification.
Total years of experience required	<ul style="list-style-type: none"> At least 8 years in retail/service marketing roles Sound analytical background in marketing/customer insights or related field Experience working with data, market and segmentation models, ideally including web/digital metrics. Considerable experience managing the delivery of customer research projects across both quantitative and qualitative research methodologies Management of CRM platform or complex communications programme, and ability to integrate multi-source data to create a single customer view.
Other specific Technical skills required (e.g. advanced Excel)	<ul style="list-style-type: none"> Solid experience working with analytical tools and the creation of dashboard metrics.
Competencies required:	<ul style="list-style-type: none"> Work well with others, utilising effective communication Know the business – industry and competition, and be able to convert information into actionable plans See things differently, be adaptable and flexible, look to embrace change and continuous improvement Drive results through effective planning and organisation, problem solving and initiative. Lead by example, demonstrating integrity, honesty and personal accountability.

