

<p>Role Mandate</p> <p>Job Title: Function /CFBU: Dimensions of the Job: Reports to: Location:</p>	<p>Market Research Assistant Marketing n/a Insight Manager Runcorn</p>
<p>Job Summary:</p>	<p>Supporting the Insight Manager with research and market analysis across all CFBU's. Managing interfaces with 3rd party agencies to design and implement market research projects, and to present the results.</p>
<p>Responsibilities:</p>	<ul style="list-style-type: none"> Supporting the Insight Manager on all aspects of Market research and competitor/market analysis Managing relationships with 3rd party agencies who provide insight and market research services Building and maintaining internal relationships with key interfaces, such as the BI team Reviewing, analysing and summarising market and competitor activity, to help shape the future proposition roadmap Supporting the Insight manager in the creation and implementation of NPS/CSAT metrics for all CFBU's Analysing existing data, market trends and customer feedback to generate new ideas for development projects. Creating and implementing surveys and research projects using internal resource and tools Supporting on development projects to ensure efficient and timely delivery of new, customer focused propositions. Assisting the marketing team with any insight or research necessary for marketing campaigns <p>General</p> <ul style="list-style-type: none"> Demonstrates the Company's values and behaviours that drive business performance, customer and quality excellence and engagement of our people
<p>Key Experience, Knowledge, Skills & Qualifications:</p>	<p>Key Experience</p> <ul style="list-style-type: none"> Bachelor's degree or relevant experience Experience of working carrying out surveys and market research

	<p>Experience of managing client/agency relationships</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> - Knowledge of the PharmaCo industry desirable but not essential - Working knowledge of NPS/CSAT metrics - Ability to analyse and interpret data - High level of capability in Microsoft Excel and PowerPoint - Excellent presentation and communication skills
Key Interfaces	<ul style="list-style-type: none"> - Sales and Marketing Teams - Wider Proposition and Insight team - Upstream/Downstream customers - Key Internal stakeholders - All L2/L3 Marketing and Commercial heads and teams within

Drive Business Performance & Value Creation

Creates value through economic action and establishes meaningful changes

- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- thinks and plans ahead in order to achieve results
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

Dedicate Yourself to Customer Needs

Bases his/her behaviour on internal/external customer benefit and thus supports business success

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
 - encourages innovation and improvement

Business

Customer

Quality

People

Strive for Quality Excellence

Acts quality-conscious and continuously improves work Results

- has knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his area of responsibility, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Lead and Engage

Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others

- motivates self and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- demonstrates team spirit and a sense of responsibility for mutual goals
- determines the direction for own team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement