

Role Title	CMI (Customer and Market Insight) Manager
Reports to	Head of Customer and Market Insight
No. of direct reports	0
Full / Part Time	Full time (open to flexibility)
Grade	E3
Location	Remote, with some travel to London office (ideally once a month if based outside of London)
Created/Updated by	Rose Hadden (28/08/24)
Created/Updated on	

Helping people, organisations and economies develop their skills for growth

For over 150 years we have worked with people, organisations and economies to help them identify and develop the skills they need to thrive. We understand the life changing link between skills development, social mobility, prosperity and success.

We partner with our customers to deliver work-based learning programmes that build competency, to support better prospects for people, organisations and wider society. We create flexible learning pathways that support lifelong employability, because we believe that people deserve the opportunity to (re)train and (re)learn again and again – gaining new skills at every stage of life, regardless of where they start.

We're a Royal Chartered Institute and a registered charity, everything we do is charitable. We invest our surplus into expanding and enhancing our solutions across all of our brands, to meet the changing needs of organisations and industries. And through our City & Guilds Foundation we amplify our purpose by focusing on high impact social investment, recognition and advocacy programmes which remove barriers to getting a job, celebrate best practice on the job and advocate for jobs for the future.

The City & Guilds community of brands includes City & Guilds (the awarding organisation), Institute of Leadership & Management (ILM), our training providers – City & Guilds Electrical (was Trade Skills 4U), Gen2, Intertrain, Kineo and The Oxford Group

Our values

Our values **Inspire, Improve, Achieve** and **Trust** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at City & Guilds will not only make this a great place to work, but ensure you thrive and are successful in your role.

Job Summary

This is a challenging role, requiring a wide set of skills, ranging from technical market research and insight skills to excellent influencing and negotiating abilities, and the experience to understand and analyse the external environment.

You will be a key part of the high profile Customer & Market Insight team, whose remit is pivotal to the success of the organisation. We need to ensure the business continually understands the market and competitor landscape and the needs, attitudes and behaviours of customers and learners.

You will use and communicate this insight to inspire the organisation to stay ahead of the market and competition and support key strategic and commercial decisions to deliver the One City & Guilds strategy.

The role holder needs to be able to passionately tell the stories which bring to life customers' needs and experiences in compelling ways using high quality data, research and insight that enables the business to build and continuously improve the experience, propositions and products that meet market needs and beat the competition. Above all, we need to constantly inspire colleagues across the business to act with customers and learners at the forefront of what they do.

You will have strong skills in insight and communication as well as a strategic mindset and proven skills in building trusted and productive relationships to work influentially with senior stakeholders across the organisation.

What you'll be doing

You will be joining a team that supports the organisation with diverse skills in market and competitor analysis and insight development and communication. The remit of the team is wide ranging and covers City & Guilds and the other brands in the portfolio. It includes qualitative and quantitative primary research covering product and proposition development, brand development, customer experience development and measurement; share & performance analysis; market trends & desk research; competitor insight; and you will have an opportunity to own key programmes of work, whilst growing your skills and capabilities by flexibly supporting the team according to business priorities.

Below are some of the areas you will be involved in:

- Developing our internal user research strategy and capability to support our customer experience strategy. This will complement the quantitative CX measurement programme, which uses the Qualtrics platform. This role will, where necessary, also support journey measurement alongside the CX Insight Manager
- Developing customer and learner personas and audience archetypes, using qualitative and quantitative research to create and iterate reliable and realistic representations of our key audiences.
- Developing an approach to 'Voice of the Customer', to gather and curate insight from across the organisation (e.g. from Sales teams, Product teams, Quality teams) to ensure the customer voice is being heard and used to inform key decisions (e.g. product, development, CX development). This will involve developing a framework to use for 'focus groups' that are already being run by other parts of the organisation and developing best practice qualitative methodologies for use by others and by the CMI team.
- Developing the relationship with other companies in the City & Guilds portfolio. To date, the focus has been on the City & Guilds Assessment and Awarding organisation. This role will take accountability for extending our capability into City & Guilds Training (which covers what was Trade Skills 4U, Gen2 and Intertrain), The Oxford Group (leadership & management) and Kineo (digital learning)
- Championing the customer and learner panel that is currently in development and assessing how the capability can be rolled out beyond the Assessment and Awarding organisation.
- Reviewing and bringing to life the trends, competitor and market dynamics that shape the skills and education sector, the industries in which we operate and the expectations of our customers and learners, which can be used to identify brand and proposition opportunities.

- Developing customer, learner and market insight with clear recommendations on priority market and customer segments and sectors, and on value propositions to prioritise for development and delivery, validated through robust quantitative and qualitative research and analysis.

You will work with the key stakeholders across the businesses to ensure the key business issue is nailed upfront and aligned to the key strategic priorities as well as getting agreement of key objectives/questions for any work, ensuring selection of the right audience to include in the research, general project and agency management and to importantly deliver actionable reporting and insight that will drive the business forward.

You will play a key role in championing insights in the business, training colleagues and exploring new tools, techniques and agency partners.

How success will be measured

Clear objectives and measures will be agreed as part of the City & Guilds Honest Conversations process, but by way of example:

- On time and on budget delivery of ad-hoc research and insight
- Clear 'story telling' presentation of data and insight with implications and recommendations.
- Demonstrable output that drove key decisions to support business objectives.

What we're looking for

We can't live without...

Key business and personal skills

- Strong commercial awareness and strategic thinking with an ability to translate insight findings into actions that will help deliver the strategy, revenue and growth.
- The ability to ask the right questions and identify the most effective research methods to solve business problems.
- An exemplar, authentic communicator, comfortable with interfacing directly with leaders and peers. You are obsessed with turning 'data and research' into simple, compelling insights, and comfortable presenting and leading workshops to help embed learnings into teams to help City & Guilds grow.
- Highly collaborative, effective partner who can influence through smart, thoughtful communication and execution and can build networks to champion the customer ensuring the customer/learner voice is heard loud and clear to drive action.
- Comfortable with ambiguity and able to work with colleagues to manage any challenges to a successful outcome/recommendation.
- Strong team worker – seeks team member's input and expertise; facilitates open and interactive discussion of matters affecting their area of expertise.
- You have experience influencing and earning the trust of senior collaborators and moving business teams to act.
- Ability to work under pressure and effectively prioritise conflicting requirements.
- You'll be self-disciplined and able to manage multiple projects at one time without being overwhelmed. You'll be ready to ask for help if you need to but want to solve problems independently where you can. You'll be able to work under pressure and within a moving framework.

Technical insight skills

- Proven experience in market research and insights roles leading quantitative and qualitative primary research that delivers business results. This can be from an agency perspective or client-side perspective but you must have hands on experience in running:

- Qualitative (ideally but not limited to UX research) (must have) – development of sample spec, design of research material (discussion guides, stimulus material), running of focus groups/depth interviews, analysis and presentation of results
 - Quantitative research (ideal) – questionnaire design, survey scripting, analysis, and presentation of results
- Able to break down complex topics into simple solutions, ideas, and actionable outcomes.

The way we prefer to work

Behave as one inclusive team.

Contribute to a feeling of being one inclusive team. This means:

- Treating everyone with equity and fairness
- Being curious about other people and teams
- Understanding how the organisation operates and your role in it
- Being honest and respectful in communications
- Creating a feeling of belonging
- Driving inclusivity and diversity locally
- Paying attention to your and others' wellbeing

Collaborate

Collaborate with colleagues and externally with customers and partners to deliver great work. This means:

- Treating everything as an opportunity for a win-win
- Seeking input from others and using it
- Expressing yourself clearly and consistently
- Engaging people so that they get on board.
- Trusting and supporting people

Focus on the customer.

Make sure that the needs and hopes of external and internal customers drive what we do. This means:

- Being great at listening and understanding
- Making things easy
- Being responsive and proactive to what customers want
- Making sure that things are high quality and always improving.

Do what you say you are going to do.

Being consistent in delivering on promises. This means:

- Starting with a positive intent
- Setting clear expectations
- Taking personal ownership to deliver on your own commitments and supporting others to do the same.
- Holding yourself and others to account for delivery against those expectations
- Being conscientious and driven

Proactively find and take new opportunities.

Taking the initiative in every situation. This means:

- Continuously looking for opportunities to improve the organisation, yourself, and your areas of responsibility
- Always stepping up to get involved.
- Being brave and bringing challenge to colleagues to make things better for our customers.

Welcome feedback and continuously learn.

Continuously develop your skills and how you work. This means:

- Treating every day as an opportunity to learn
- Being open to new perspectives, experiences, and feedback, recognising it helps you develop.
- Giving feedback openly and honestly
- Being aware that your own ideas may not be perfect, and your perceptions can change.
- Be open about mistakes and use them to learn.
- be comfortable with ambiguity and not knowing everything.

