



Customer Insight Manager

Digital / IT / CRM

Role Purpose:

Playing a key role within the CRM function, you will be the lead for all things customer insight. Provide real value adding insight on Toolstation's significant and fast growing active customer base. With a focus on our core Trade customers, there is a real appetite for customer insight to help inform and drive strategy for the business and as part of the Travis Perkins Group as a whole, as we look to digitally transform our business.

Function / Business Unit: Digital / IT / CRM

Location: Head Office, Bridgwater

Reporting Line:
CRM Manager

Budget Responsibility: n/a

Team Management: n/a

Key Accountabilities / Responsibilities:

- Be the CRM team's expert in customer insight
- Own the customer segmentation within Toolstation and use it to predict and plan future value driving initiatives
- Assisting the CRM Manager to drive the emerging Customer Insight function to be at the heart of key commercial and business wide priorities
- Work closely with the Campaign Manager to develop new multi-channel customer journeys to achieve a step change in CRM
- Have a good working knowledge of how to structure & maintain a marketing customer database
- Work with the Business Analytics team, IT, 3rd party suppliers and the Travis Perkins Group to leverage data
- Providing and communicating key insights to stakeholders to inform and build strategy
- Actionable recommendations to drive incremental improvement to sales and margin
- Use relational databases and web analytic programmes to optimise output

Required Skills & Experience:

- **Analytical** – using your knowledge to really understand customer's behaviour
- **Technical expertise** – experience working with complex customer data and knowledge of database structures and relational databases. Google Big Query experience desirable, advanced user of G Suite tools, reporting tools (e.g. Google DataStudio, QlikView, Tableau, etc.). Knowledge of ESP tools (e.g. Emarsys or similar).
- **Stakeholder engagement** – use your influencing skills to work with all areas of the business to get the job done from a diverse and fast paced priority list
- **Commercial Business background** – in a fast paced, agile, growing business, ability to manage workloads and projects with competing priorities is critical
- Experience of providing compelling insight to inform critical decisions
- Skills in customer segmentation, predictive modelling and direct channel targeting
- Great Communicator at all levels
- Diplomatic and analytic skills
- Solution oriented

Behaviours:

Teamwork and collaboration - Develops strong cross functional relationships. Recognises the dependencies across different functions in order to drive business success

Commercial/Business awareness - Fully understands business priorities and aligns team direction to match. Uses company knowledge and external market data to identify opportunities for commercial success

Analytical - Goes beyond analysing factual information/data to develop a conceptual understanding of the meaning of a range of

information. Notices when data appears wrong or incomplete, or needs verification

Transformation/continuous improvement - Strives to improve things by challenging existing thinking. Identifies innovative alternatives to traditional methods/approaches. Drives change through teams. Anticipates impact of change, and directs self and others in smoothly shifting gears

Problem solving - Generates solutions, taking into consideration relevant factors. Identifies options for solving a problem and evaluates the relative strengths and weaknesses of each option. Makes decisions based on a high level approach.

Decision/Action orientated - Acts decisively to implement solutions and resolve a crisis. Tough and assertive when necessary while showing respect and positive regard for others. Encourages action orientation in others, particularly in team members and motivates them accordingly.

Resilience - Has relentless determination to achieve results despite challenges and the ability to coach their teams to help them work successfully and deliver in challenging situations. Takes responsibility, acts with courage, shows resilience, learns from mistakes. Can provide clarity for others.

Relationship building - Proactively identifies and deliberately develops strategically important relationships. Uses strategic relationships to develop business opportunity and to influence change within relevant spheres. Works to communicate organisational vision and to understand strategic priorities. Preempts potential conflicts of interest by developing mutually advantageous long term strategies
