



JOB DESCRIPTION

INSIGHTS MANAGER

Location: East Smithfield. London
Reports to: Director, Innovation and Enterprise
Grade: 5

Who we are

We are the Royal Pharmaceutical Society, the professional membership body for pharmacists and pharmacy in England, Scotland and Wales.

What we do

We are champions of the profession, and internationally renowned publishers of medicines information.

We promote pharmacy in the media and government, lead the way in medicines information, and support pharmacists in education and development.

Together, we are pharmacy.

Our Mission

We put pharmacy at the forefront of healthcare.

Our Vision

To be the world leader in the safe and effective use of medicines.

Our Behaviours

Be inspiring. Be empathetic. Be relevant.

Job Purpose

We want to make sure our members and customers value every single interaction with RPS. You'll be responsible for helping us turn data into action and providing insight to continually improve our customer experience.

You'll lead our analytics delivery. You'll ask the right questions of your stakeholders to ensure we measure the right data points to help solve business problems.

You'll provide recommendations drawn from evidence that enables us to transform our entire membership journey. Through collaboration with subject matter and products experts carry out experiments that drive measurable improvements in our user experience.

You'll be responsible for commissioning primary market research and managing agency relationships. You'll lead on the development and delivery of a market and competitive analysis plan helping RPS stay ahead of the competition and anticipate our customers' future needs.

You'll work with our Member Experience team to define key performance indicators and measure the success of our marketing campaigns.

You'll champion and train colleagues to advocate and foster a culture of evidence-driven decision making throughout the product development and management cycle.



MAIN ACCOUNTABILITIES

Champion a data- driven approach to our decision making

1. Measure the effectiveness of our website and other digital channels and capture the trigger points that influence user behaviour. Determine with our technology teams the right tagging and tracking solutions to map the end-to-end view of our customer journey.
2. Become a business partner for our Member Experience and other key stakeholder groups to produce insight reports. Use this to monitor and maximise business plans to drive member and revenue growth.
3. Review our current analytical processes to determine and deliver an on-going plan for improvement. Collaborate with Technology and Business Solutions teams to define insight requirements that would influence our CRM development.
4. Ensure our CRM database and other data solutions comply with data standards and maximum value can be obtained from the data captured.
5. Gather data to evidence the optimisation of existing product and service delivery.
6. Support the creation, testing and refinement of marketing campaigns ensuring key metrics are obtained to measure return on investment.

Lead market research and intelligence gathering

7. Define and drive the creation of a market research roadmap to elicit both quantitative and qualitative evidence for new product and service opportunities.
8. Provide competitive and market intelligence to support the creation of new business cases to generate member and revenue growth.
9. Define and execute research and surveys to gain customer feedback and measure member satisfaction- both strategic and tactical in nature.
10. Gather and keep abreast of industry and customer trends that provide RPS with opportunities and mitigate competitive risk.
11. Develop the creation of customer insight panels to continually seek feedback and advice from users of key existing and new products and services.



Translate complex data into meaningful insights

12. Work with business owners to create timely and visual reports based on KPIs based on usage and satisfaction.
13. Deliver an effective internal training and coaching programme enabling the key stakeholders to build confidence and competency when using data analytics.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Clear, timely monthly reporting and communication to stakeholders
- Regular review of KPI's, trends and audience metrics
- Evidence of strategic and tactical decisions taken on the back of accurate and insightful analysis
- Evidence of drawing insight from various sources of data (both quantitative and qualitative) to inspire change and influence action
- Developed reporting capability and internal communications of data and insight to continually measure and optimise business performance, product/service enhancement
- Demonstrates a collaborative approach to decision-making and problem-solving, challenging and supporting colleagues, to influence and inspire others to take action

CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility
- Managing and developing people
- Managing budgets and resources
- Managing the organisation
- Achieving results/delivering performance
- Problem solving



KNOWLEDGE & SKILLS FOR THIS JOB

Knowledge and skills for this job

Essential:

- Web analytics and user behaviour. Proven background in web analytics working for businesses with multiple customer touchpoints and dealing with a high volume of data from multiple sources. Work with technology teams to ensure effective implementation of tracking tools.
- Data focused and mathematical. Able to work with large sets and volumes of data, strong problem solving skills.
- Expert user of Microsoft Excel and Google Analytics.
- Experience of one or more enterprise level CRM e.g. Oracle, Microsoft Dynamics, Salesforce is essential
- Influencing and presentation. Able to present and explain findings in order to engage and influence stakeholders. Excellent communicator in written, listening and oral form.
- Market and Customer insights. An expert at obtaining market and customer insights to inform product strategy, proposition development and go-to-market activity.
- Research. Experience of designing and executing both market research.

Desirable

- Experience of creating processes and delivering services in a membership organisation.
- Specialist knowledge of the Oracle CRM OnDemand platform.

DATE JOB DESCRIPTION AGREED: February 2019

**ROYAL
PHARMACEUTICAL
SOCIETY**

