



Job Description

Job Title:	Customer Insight Manager
Grade:	Grade 10
Section:	Corporate Services
Reports to:	Corporate Engagement Manager
Responsible for:	Customer Insight Officer, Research Manager

The Job

Is to:

- compile, promote and manage the annual customer insight and research programme at WDH;
- manage the Customer Excellence Group to ensure appropriate scrutiny arrangements are in place;
- provide a comprehensive customer insight and research service ensuring that the business has up to date insight and intelligence to identify risks and inform decisions;
- be responsible for ensuring tenant influence and challenge through the scrutiny and partnership process that supports co-regulation as well as unlocking the potential of tenants through managing the Community Learning Programme; and
- manage delivery of the Community Learning Programme.

The Bigger Picture

You will:

- manage and develop the Customer Insight and Research Teams including carrying out one to ones;
- ensure that new and revised areas of customer insight, research, consultation, policies and practices, priorities and standards are integrated effectively across the business;
- collect and monitor insight and performance data as required;
- provide up to date business intelligence and competitor analysis identifying commercial opportunities and threats to the organisation;
- manage external suppliers of customer insight products;
- monitor the programme of Tenant Led Inspections, the work of the Resident Involvement Monitoring Group and lead on supporting the Customer Excellence Panel;
- manage the Foundation Grant Scheme process ensuring requests are validated and outcomes monitored and reported in accordance with the rules of the scheme deputise for the Corporate Engagement Manager when required;
- attend internal and external meetings, as required, both inside and outside office hours; and

- undertake any other duties in line with the grade and overall purpose of the job.

The Day to Day

You will:

- provide a central strategic support service to the business;
- manage the annual research plan budget with assistance from Research Manager;
- collate and analyse diverse pieces of information relevant to the business in a coherent and integrated manner;
- combine and supplement existing information, transforming it into new knowledge, including census data, government data and information from other housing authorities;
- provide business support for front-line managers and senior management, and management information for CMB, using a wide range of sources to build a comprehensive organisational knowledge base of business intelligence and presenting this in a timely, accurate and user friendly format; and
- produce clear and professional written work, including conceptually coherent reports and present clear and polished presentations;
- ensure that regular monitoring and appraisal takes place to evaluate how involving residents has benefited the service and estates generally at both a local and district wide level, and develop working practices to ensure that hard to reach groups or individuals are engaged;
- ensure scrutiny of the services WDH provides is carried out in a manner consistent with the requirements of the Regulator;
- ensure that effective partnership working within the statutory and voluntary agencies is maintained;
- work with partners relating to community development in a cohesive way to complement the work of the Local Strategic Partnership;
- provide views on housing issues relating to places, regions and environments and relate local housing initiatives to national policies and to keep up to date with relevant policy, practice, and legislation;
- act as consultant to other sections of the organisation by advising and carrying out appropriate research and suggesting alternative strategies and policies;
- be aware of national, regional and local developments and evaluate their effect on the organisation;
- advise on commercial opportunities arising from latest studies and information available;
- network with external stakeholders to ensure latest customer insight developments are being undertaken for the benefit of WDH;
- be responsible for maintaining effective working relationships with internal services and external agencies and organisations;
- manage external suppliers of customer insight services to WDH, including the tenant satisfaction survey; and
- advise on tenant satisfaction, employee and stakeholder satisfaction results and feedback from transactional surveys.

Personal Contacts:

Internal: All internal service areas

External: Tenants and Residents, statutory and non statutory agencies, members of the public, voluntary and private agencies, government departments or agencies, MPs, elected members, external consultants

The Specifics

This section identifies the qualifications, skills and behaviours needed for an effective performance. Using these clarifies the personal qualities and workplace behaviours expected of the post. WDH principles reflect behaviour patterns which distinguish highly effective performance in a role. There are nine behavioural indicators which are split into three principles; Determination, Nous and Attitude and these are often referred to as DNA.

Personal Skill Characteristics	Essential (Tick)	Desirable (Tick)	Method of Assessment (Code list below)	Shortlisting Criteria (Tick)
Qualifications and Training				
A qualification at Level 6 of the Framework for Higher Education Qualification , such as a First Degree, Award, Certificate or Diploma at Level 6 or equivalent.	✓		AF/CQ	✓
Recognised management qualification.		✓	AF/CQ	

Determination				
A successful track record of managing large scale customer insight projects in support of outcome related improvements.	✓		AF/I	✓
Evidence of successful resource management – budget and employees	✓		AF/I	
Evidence of success in work that supports effective performance measures and contributes to performance targets.	✓		AF/I	
Decisive analytical and interpretation skills.	✓		AF/I	
Effective time management.	✓		AF/I	
Self-motivated, being able to respond effectively to working under pressure to meet all required deadlines.	✓		AF/I	

Nous				
Experience of managing a team, or a service relevant to the applied post.	✓		AF/I	✓
Significant experience of working in a research setting and undertaking qualitative and quantitative research, including a range of research methodologies (focus group moderation, in depth interviews and questionnaire design and analysis)	✓		AF/I	✓
A practical knowledge and the	✓		AF/I	

ability to be able to use research software applications such as SPSS, SNAP and other technological applications.				
An understanding of the use of evidence based information in support of the provision of housing and other local authority services, both operational and financial.	✓		AF/I	
Ability to work through complex problems with the minimum of supervision and to think critically, constructively and productively as an individual and in Cooperation with others.	✓		AF/I	
Clear presentation skills: verbal and written.	✓		AF/I	
A practical understanding of the housing sector.		✓	AF/I	
Experience of tendering research projects.		✓	AF/I	

Attitude				
Evidence of communicating and working effectively in co-operation with a wide range of internal/external organisations and stakeholders.	✓		AF/I	✓
Evidence of a customer focused approach to service users.	✓		AF/I	
Evidence of successful partnership working and relationships with other organisations.	✓		AF/I	
Demonstrate commitment and understanding of equal opportunities issues in relation to service delivery within a complex organisation.	✓		AF/I	

Additional Requirements of the Job				
The post holder must hold a valid UK driving licence and have daily access to a vehicle to travel throughout the district.	✓		AF/CQ	✓
Attend out of hours meeting.	✓		I AF/I	

Key
AF - Application Form
I - Interview (this may include a presentation and occupational test where appropriate)
CQ - Certificate of Qualification
R- References