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| **Role title:** | Member Voice Analyst | **Responsible to:** | Member Experience Insights Manager |
| **Division:** | Commercial Services | **Department:** | Member Experience and Insight |
| **Direct Reports and Level:** | [0] direct reports  | **Scope:** | Global insight and research of members and markets to improve the MPS member experience |
| **Scale:** | 0 direct reports£0 Budget£0 income |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core level 1 | **Role Family** | Sales, Marketing & Communications  |

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| **Overall Role Purpose** |
| As part of the Member Experience and Insight function, the purpose is to provide insightful and actionable member and market research to key stakeholders to inform planning and decision making. This role will also be the voice of the member by accurately interpreting research to highlight member needs, wants and satisfaction with MPS. The role holder will adopt a consultative approach to bring together member and market research data and provide analysis and recommendations to the business. This involves supporting the Member Experience team to lead the business in the bringing together and analysis of a range of member and market research sources to help address business objectives and achieve the best business decisions for our members and remain one step ahead of the market. Ultimately this role will support the optimisation of the member experience.  |

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| **Accountabilities (RACI)** | **Measures of Success/KPIs***Delete and amend as appropriate*  |
| **Operational*** Support the Member Experience and Insight elements of the Commercial Services strategy to plan, cost and quality.
* Work with key stakeholders to ensure the business understands member and market needs, wants and experience of MPS in key segments for our UK and international markets, to drive strategic decision making.
* Identify journeys and journey elements to monitor, collect and analyse member and prospect feedback so that it drives development of improvement planning and execution.
* Be a knowledge expert in member and market needs, wants and sentiment toward MPS and provide recommendations to guide the business on developing its strategy and executing its plans
* Areas of accountability to be covered by analyst role to include – ‘Member Satisfaction’ research, Continuous research including ‘State of the Membership’, ‘Member Panel’ and ‘Brand Tracker’. Conduct and analyse primary qualitative and quantitative market research to ensure the business has a robust understanding of what is happening in our markets and our membership at any given time and what risks and opportunities may arise in future whilst proactively making recommendations that provide focus for further discussion.
 | * Support Division Plan delivery Vs plan
* Delivery of projects to plan and schedule

Supporting key business objectives and priorities  |
| **Financial*** Monitor supplier contracts and performance to ensure we always get value for money
* Ensure established procurement procedures are followed for new market research projects and that allocated budget is in line with business need to achieve robust cost control
* Be actively involved and engaged in continuous improvement to drive operational efficiency and great member experiences and outcomes
 | * Projects managed by role holder will deliver to cost/allocated budget
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| **Member*** Proactively engage with the market intelligence, market research, knowledge management and the data and analytics team members to create an holistic, robust member and market analysis about key member and market insights that
* Provide timely and actionable insight that enables the business to make the best decisions for our members
* Regularly updating into the business on risks and opportunities within our markets and membership that will enable us to protect and further our member numbers and income
* Support the socialisation of MX findings within the business by working with the team Design and Content Creator to embed key issues
 | * Net promoter score

Delivery of insight on time and to budget where applicable* Member feedback
* Support of channel and market plans
* Member Experience SLA’s Vs plan
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| **People*** Take personal accountability for own training, competence, performance and engagement of self and colleagues ensuring clarity on own accountabilities and comply with all governance, policy standards and processes.
* Identify and undertake opportunities for continuous professional development through either internal or external training and learning opportunities and professional qualifications
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
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| **Risk*** Identify and report risks and issues identified within Commercial Services and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Ensure that all risks identified through the Member and Market Insight remit are documented and communicated to relevant parties.
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * In collaboration with other team members champion the Member Experience and Insight team so that we are recognised as representing the voice of the member and considered first as experts on member and market trends / the go-to place for such information
* Collaborate with the MX&I team members to utilise data and research findings to identify optimal segmentation models that help deliver the growth and Member First objectives
* Help to develop insight led decision making capability across the organisation by provision of accurate and engaging analysis and reporting
* Produce reporting on member and market needs, wants and satisfaction for key stakeholders including Exec and Senior Leaders and ensure appropriate and effective communication channels are utilised.
* Develop self-service dashboards for key stakeholders to monitor changes in member satisfaction
* Working with our external data suppliers to conduct primary market research that informs market and member needs, wants and experience with MPS and it’s competitors.
* Providing SME input for strategic and other projects

**Project coordination and administration*** Actively manage multiple concurrent projects and tasks - produce timelines and critical paths, and actively 'traffic manage/prioritise' their progress with team to ensure deadlines are met
* Participate in work-in-progress meetings on a regular basis to discuss current projects, identify workload and discuss competing project deadlines
* File management – ensure that all insights reports are filed correctly so they are readily available for team members and other business users

**Stakeholder liaison, interpersonal and general skills*** Work with stakeholders to understand their requirements, guide stakeholders as to what can be done, steer stakeholders to consider alternatives and work effectively with a variety of team members to ensure the smooth flow of projects and approvals of all finished work
* Undertaking other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role
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| **Key Governance Responsibilities** |
| * None
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| **Leadership Framework Competencies** | **Level***(Select the appropriate level from Leadership Framework document – details can be found on the intranet)* |
| Fresh Thinking | Leading Others |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Self/Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Educated to degree level or demonstrable experience in similar field / role
* Knowledge of market trends and best practise for gathering and utilising member or customer data
* Knowledge of best practice market research methodologies
* Understanding of using qualitative and quantitative research and when this is appropriate
* Able to determine statistical significance of research results
 | * Qualitative and quantitative market research
* Analysis and reporting
* Segmentation and targeting
* Business acumen / financial awareness
* Project management
* Effective and clear business-wide communication
* Strong ability to influence stakeholders
 | * Working in similarly complex sector
* Relevant experience in supporting business strategy
* Experience working in market research, capable of shaping, delivering and managing projects
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| **Desirable** | * Evidence of post graduate study / learning for market research e.g. MRS certification
* Sector knowledge (health indemnity/professional support)
 | * Knowledge of Qualtrics MX platform or equivalent
 | * Work related to customer / market research either client or agency side.
* Working in a health and/ or professional services related environment
* Experience of researching corporates and individuals
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