**ROLE PROFILE**

|  |  |
| --- | --- |
| **Role:** | **Consumer Insights Analyst** |
| **Location:** | **Edinburgh** |
| **Band:** | **2** |
| **Hours** | **35 hours a week**  **Hybrid Working – Office based 3 Days per week** |
| **Pre-Employment Checks** | **DBS Check  Financial Check  Qualification Check** |
| **Purpose of Role:** | As a Consumer Insights Analyst, you will be responsible for producing insight from mainly internal data sources to understand our current and potential customers – **who** they are, **what** they think, **when** they need communications, **where** they look for information and **why** they make the choices they make. Your insight will help influence business strategy to maximise scheme growth and customer satisfaction, especially with the migration towards electric vehicles (EVs).  Reporting to the Consumer Insights Manager, you will work on both the input and the output of the research process.  **Input:** You will generate customer samples for surveys according to specific requirements. This will primarily be for in-the-moment surveys but will also include ad-hoc surveys and even the occasional qualitative project.  **Output:** You will interpret the results from your data input, turning survey responses into insights with the development and maintenance of regular and ad-hoc reporting.  Motability Operations hold key data about our customers and vehicles, but you will also use third party data (including Experian), government data to paint a clear picture of how we can best serve our customers.  You should be confident working with internal and external stakeholders at all levels to maximise the value and impact of your insight. |
|
|
|
| **About you:** | * You should have experience in a similar data-driven insights role, ideally in a consumer-focussed organisation. * You should be commercially minded so that your insights support business cases. * Your confident contribution will add value to team meetings. * You will challenge the status quo where appropriate. * Strong technical skills are essential. Experience with Python, Snowflake and Oracle are desirable. * You should have experience producing clear, creative visualisations to bring your analysis to life, using either PowerBI or Tableau. |
| **Minimum criteria:** | * Proven experience in a similar insights role. * Stakeholder management experience – or least a desire to engage stakeholders at all levels. * Experience with analytics and reporting tools. * Experience with dashboarding tools, e.g. PowerBI, etc. * Understanding of quantitative consumer survey research. |
| **About the team:** | The Consumer Insights team forms part of the small (currently 4 members) Customer Insights & Analytics function, sitting alongside the Research and Data Science teams. The Consumer Insights team is responsible for uncovering insights about our target market to influence business change, with a focus on customer acquisition and retention, new product development, and outstanding customer satisfaction. |
| **About us:** | Motability Operations is a unique organisation, virtually one of a kind. We combine a strong sense of purpose with a real commercial edge to ensure we provide the best possible worry-free mobility solutions to over 700,000 customers and their families across the UK. Customers exchange their higher rate mobility allowance to lease a range of affordable vehicles (cars, wheelchair accessible vehicles, scooters, and powered wheelchairs) with insurance, maintenance and breakdown assistance included. We are the largest car fleet operator in the UK (purchasing around 10% of all the new cars sold in the UK) and work with a network of around 5,000 car dealers and all the major manufacturers. We pride ourselves on delivering outstanding customer service, achieving an independently verified customer satisfaction rating of 9.8 out of 10.    Our values are at the heart of everything we do. They represent ambition, and we look for our people to live and breathe them every day:     * We find solutions * We drive change * We care     We operate hybrid working across the organisation where we split our time between working on-site at our offices, and at home, remotely within the UK. We believe hybrid working achieves a good work/life balance for our colleagues, allowing us to connect with each other, collaborate on important work, and perform together to deliver for our customers. It allows us to have the flexibility to work remotely up to 2-days per week whilst also using the great office spaces we have available.    As a Motability Operations team member, the benefits you can expect are:   * Competitive reward package including an annual discretionary bonus. * 15% non-contributory pension (9% non-contributory pension during probation period) * 28 days annual leave with option to purchase and sell days. * Free fresh fruit and snacks in the office * 1 day for volunteering * Funded Private Medical Insurance cover. * Electric/Hybrid Car Salary Sacrifice Scheme and Cycle to Work Scheme * Life assurance at 4 times your basic salary to give you a peace of mind that your loved ones will receive some financial help. * Funded health screening for over 50s * Voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans * Employee Discount Scheme with an app to save on the go. * Free access to healthcare apps such as Peppy, Unmind, Aviva Digital GP and volunteering app on Hand for all employees. * Generous family leave policies     At Motability Operations, we believe in building a diverse workforce, where our people are empowered to attend work as their true selves, and we encourage people from all backgrounds to apply. We want to sustain a culture that nurtures, where employees are free to flourish and where they’re rewarded equally, regardless of race, nationality or ethnic origin, sexual orientation, age, disability, or gender.  We pride ourselves on being an inclusive employer and as such, all our offices provide first rate disability access. With our hybrid working environment, we do our best to accommodate part-time and flexible working requests where possible, building on our culture of trust, empowerment, and flexibility. |