**Position Family: Product**

*Market Research & Analytics*

Functional Lead of Marketing - Intelligence/Research [EXE.MK030.6](#bookmark390)

Marketing Manager - Market Intelligence/Research [MKT.20515.5](#bookmark391)

Senior Marketing Consultant - Market Intelligence/Research [MKT.20425.4](#bookmark392)

Marketing Consultant - Market Intelligence/Research [MKT.20506.3](#bookmark393)

Customer Insights Manager [MKT.20514.5](#bookmark394)

Senior Customer Insights Analyst [MKT.20515.4](#bookmark395)

Customer Insights Analyst [MKT.20515.3](#bookmark396)

*Product Management*

Functional Lead - Product Management [EXE.MK050.6](#bookmark397)

Senior Product Manager [PRD.47001.5](#bookmark398)

Product Manager [PRD.47001.4](#bookmark399)

Associate Product Manager [MKT.21020.3](#bookmark400)

*User Experience Design*

User Experience Manager [ITC.45064.5](#bookmark401)

Senior User Experience Designer [ITC.45064.4](#bookmark402)

User Experience Designer [ITC.45064.3](#bookmark403)

# Position title: Functional Lead of Marketing - Intelligence/Research Aon Position code: EXE.MK030.6

**Level: 6**

**Responsible for**

Generating insights and intelligence around consumer behaviour and the competitive landscape

# Report to

Marketing Director

# Supervises

A team working on market analytics and consumer research, comprising of analysts and managerial staff

# Main activities

* Researching and analysing projects that support the development, promotion, and market penetration of the organisation's products and services.
* Developing and controlling research surveys, analysing resulting data, and determining trends in customer/trade practices and behaviours.
* Generating intelligence around product performance and providing internal stakeholders with actionable information to make decisions on marketing and sales programs
* Leading the marketing research team to provide timely analysis to internal stakeholders
* Liasing with external vendors for marketing research activities and on-ground activations
* Analysing research results, oversee and lead the creation of research reports, presenting results to internal stakeholders including Chief Executive Officer

# Key skills

* Statistical data analysis
* Problem identification and root cause analysis
* Team management
* Negotiation skills with vendors and analytics services providers

# Internal contacts

Marketing team, Sales team, Business Unit Heads, Systems and software development

# External contacts

Vendors providing market research services, advertising agencies

# Typical experience

Tertiary qualifications with at least 10 - 12 yrs of experience in market research and statistical analysis At least 5 - 8 years of experience in leading teams

# Other comments

**Position title: Marketing Manager - Market Intelligence/Research Aon Position code: MKT.20515.5**

**Level: 5**

**Responsible for**

Managing the implementation of strategies to achieve the organisation's market research requirements through the collection and analysis of market data.

# Report to

Depending on organisation size and structure, Head of Marketing and/or Functional Lead of Marketing.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associate or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement marketing intelligence solutions in line with business strategy.
* Making recommendations based on market analysis to satisfy business requirements and identify profitable marketing opportunities.
* Identifying campaign effectiveness and making recommendations for improving response rates and ROI.
* Managing the translation of business requirements into data requirements in line with strategic marketing objectives and available data attributes.
* Monitoring the effectiveness of the marketing database by analysing the quality of consumer data and developing strategies for enhancement.
* Providing interpretation to Senior Management on database marketing analytics of both a quantitative and qualitative nature.

# Key skills

* Strong statistical background.
* Excellent analytical skills.

# Internal contacts

Marketing, Sales, Finance and IT departments of the business.

# External contacts Typical experience

8+ years experience in a marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing intelligence.

# Position title: Senior Marketing Consultant - Market Intelligence/Research Aon Position code: MKT.20425.4

**Level: 4**

**Responsible for**

Managing the organisation's market research requirements through the collection and analysis of market data.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associate or Marketing Administration staff.

# Main activities

* Working with line management groups to build and implement marketing intelligence solutions in line with business needs.
* Undertaking market analysis to satisfy business requirements and identify profitable marketing opportunities.
* Measuring campaign effectiveness and making recommendations for improving response rates and ROI.
* Translating business requirements into data requirements with a deep understanding of marketing objectives and available data attributes.
* Monitoring the effectiveness of the marketing database by analysing the quality of consumer data and developing strategies for enhancement.
* Performing database marketing analytics of both a quantitative and qualitative nature.

# Key skills

* Strong statistical background.
* Excellent analytical skills.

# Internal contacts

Marketing, Sales, Finance and IT departments of the business.

# External contacts

Market Research Companies.

# Typical experience

5+ years experience in a marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing intelligence.

# Position title: Marketing Consultant - Market Intelligence/Research Aon Position code: MKT.20506.3

**Level: 3**

**Responsible for**

Managing the organisation's market research requirements through the collection and analysis of market data.

# Report to

Depending on organisation size and structure, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Undertaking market analysis to satisfy business requirements and identify profitable marketing opportunities.
* Measuring campaign effectiveness and making recommendations for improving response rates and ROI.
* Translating business requirements into data requirements with a deep understanding of marketing objectives and available data attributes.
* Monitoring the effectiveness of the marketing database by analysing the quality of consumer data and developing strategies for enhancement.
* Performing database marketing analytics of both a quantitative and qualitative nature.

# Key skills

* Strong statistical background.
* Excellent analytical skills.

# Internal contacts

Marketing, Sales, Finance and IT departments of the business.

# External contacts

Market Research Companies.

# Typical experience

3+ years experience in a marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing intelligence.

# Position title: Customer Insights Manager

**Aon Position code: MKT.20514.5**

**Level: 5**

**Responsible for**

Providing detailed analysis and insights into customer behaviour by way of data mining, segmentation and modelling and developing predictive models to assist customer acquisition and management. With a strong blend of technical and business skills this role has a firm understanding of relational databases and has the ability to convert analytical findings into meaningful and actionable insights for a variety of audiences.

# Report to

Head of Marketing

# Supervises

Customer Insights Analysts

# Main activities

* Managing ad-hoc research projects to successfully deliver clear and actionable insights and recommendations to the business.
* Manage relationships with key stakeholders across the business to support projects, events & initiatives as needed.
* Generate an understanding of on return on marketing investment for existing campaigns.

# Key skills

* Ability to communicate effectively with a wide range of stakeholders and articulate technical issues in business language to non-technical audiences.
* Expert data analysis, knowledge of SQL programming and modelling skills.
* Proficiency in understanding data mining system applications.

# Internal contacts

Marketing, Sales, Finance and IT departments of the business.

# External contacts Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on developing insights into consumer behavior through various data sources.

# Position title: Senior Customer Insights Analyst Aon Position code: MKT.20515.4

**Level: 4**

**Responsible for**

Providing detailed analysis and insights into customer behaviour by way of data mining, segmentation and modelling and developing predictive models to assist customer acquisition and management. With a strong blend of technical and business skills this role has a firm understanding of relational databases and has the ability to convert analytical findings into meaningful and actionable insights for a variety of audiences.

# Report to

Manager, Database Analysis.

# Supervises

No supervisory responsibilities.

# Main activities

* Analysing information using computerised statistical/data analysis techniques and developing sophisticated models (e.g. predictive, segmentation, profiling etc.) that support the marketing group's requirements.
* Identifying, preparing, analysing and presenting data using computerised technology.
* Effectively interpreting and providing analytical solutions to the business owner.
* Scoring of the customer base to support segmentation.
* Providing guidance and support to the business in determining and recommending information needs.
* Providing feedback to Database/Data-warehousing Specialists to improve systems and facilitate the ongoing generation of specific reports required by the business.
* Proven expertise in the use of data mining tools (for example SPSS/Clementine, SAS/Enterprise Miner).
* Developing and maintaining strong working relationships with marketing, commercial and IT.
* Ensuring ongoing data integrity, reporting any data inconsistencies appropriately.

# Key skills

* Ability to communicate effectively with a wide range of stakeholders and articulate technical issues in business language to non technical audiences.
* Expert data analysis, knowledge of SQL programming and modelling skills.
* Proficiency in understanding data mining system applications.
* Presentation skills.
* Ability to handle large and complex data sets using different applications as appropriate.
* Developing and maintaining subject matter expertise across a large product set.
* Ability to work in a fast paced environment and manage a number of projects simultaneously and to tight deadlines.
* Awareness of industry trends.

# Internal contacts

Database/data-warehousing specialists and support, business users.

# External contacts

Typically none.

# Typical experience

Around 6-8 years experience in converting analytical findings into insights for a variety of audiences. 5 years experience in the utilisation of data mining tools (SPSS, SAS etc) to create solutions that support business requirements as well as proficiency in presenting outcomes to business and marketing managers. Previous experience with high volume data loading, extraction, manipulation, management and reporting.

# Other comments

Alternative title: Datamining Innovations Analyst.

**Position title: Customer Insights Analyst**

**Aon Position code: MKT.20515.3**

**Level: 3**

**Responsible for**

Providing detailed analysis and insights into customer behaviour by way of data mining, segmentation and modelling. With a strong blend of technical and business skills this role requires a firm understanding of relational databases and the ability to convert analytical findings into meaningful and actionable insights for a variety of audiences.

# Report to

Manager, Database Analysis or Campaign Delivery Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Providing information or data from internal sources to customers and management to support marketing decisions and projects.
* Identifying, preparing, analysing and presenting data using computerised technology.
* Analysing information using statistical/data analysis techniques, and developing models (e.g. predictive, segmentation, profiling etc) that support the marketing group's requirements.
* Generating customer lists from data within the Integrated Data Warehouse (IDW), either directly by SQL code or via the Campaign Engine, in support of Consumer Marketing Campaigns.
* Providing guidance and support to the business in determining and recommending information needs.
* Educating customers on what data is available in the IDW and how they can use it.
* Providing feedback to Database/Data-warehousing Specialists to improve systems and facilitate the ongoing generation of specific reports required by the business.
* Building expertise in the use of data mining tools (for example SPSS/Clementine, SAS/Enterprise Miner).
* Developing and maintaining strong working relationships with marketing, commercial and IT.
* Ensuring ongoing data integrity, reporting any data inconsistencies appropriately.

# Key skills

* Ability to access data stored in warehouses and interrogate it efficiently.
* Advanced data analysis skills and knowledge of SQL programming.
* Ability to handle large and complex data sets using different applications as appropriate.
* Developing and maintaining subject matter expertise across a large product set.
* Ability to communicate effectively with a wide range of stakeholders and articulate technical issues in business language to non technical audiences.
* Ability to work in a fast paced environment and manage a number of projects simultaneously and to tight deadlines.
* Awareness of industry trends.

# Internal contacts

Database/data-warehousing specialists and support, business users.

# External contacts Typical experience

Around 2 - 3 years experience in converting analytical findings into insights for a variety of audiences and/or 2 - 3 years experience in the utilisation of data mining tools (SPSS, SAS etc) to create solutions that support business requirements.

# Other comments

Also known as Database Analyst

# Position title: Functional Lead - Product Management Aon Position code: EXE.MK050.6

**Level: 6**

**Responsible for**

Managing the development, market share and profitability of an organisation's portfolio of products.

# Report to

Senior Management

# Supervises

Product Managers

# Main activities

* Overseeing the organisation's products offering or their delivery to market to maximise their growth and revenue.
* Liaising with other functions/department to improve product delivery by ensuring sound cooperation of design, materials, production methods, testing, and quality control.
* Directly influences the direction of the products and makes recommendations to enhance the products.
* Uses well developed industry knowledge to strategically direct product development.
* Responsible for the success of new product(s) initiatives.
* Formulating and controlling the department's budget.
* Manages key relationships with a variety of internal and external stakeholders.

# Key skills

* Excellent knowledge of internal products, competitor’s products and the current market.
* Uses industry knowledge to predict future challenges for the product(s).
* Ability to solve complex problems with consideration to business impact.
* Combination of technical aptitude, commercial, and product management skills, communication, negotiation and decision- making ability.
* Ability to drive product development and growth through collaboration and stakeholders relationship management across the business and industry.

# Internal contacts

Senior management, product management team, marketing team, sales team.

# External contacts

External vendors, industry contacts, market research firms.

# Typical experience

10+ years of experience in product management or similar experience with relevant tertiary qualifications.

# Other comments

**Position title: Senior Product Manager**

**Aon Position code: PRD.47001.5**

**Level: 5**

**Responsible for**

Manages a large product or portfolio of products to maximise their revenue and growth.

# Report to

Business Unit Head, Senior Management.

# Supervises

May mentor more junior Product Managers.

# Main activities

* Develops and drives the business case for changes to the product offering or its delivery to market to maximise product growth.
* Managing the entire product line life cycle from strategic planning to tactical activities.
* Responsible for the success of new product(s) initiatives.
* Directs and implements modifications to the product(s) to maximise product revenue and growth.
* Uses well developed industry knowledge to strategically direct product development.
* Liaises and instructs stakeholders in sales, marketing and finance to direct and improve product delivery.
* Instructs junior staff in relevant processes to assist in their development.

# Key skills

* Ability to solve complex problems with consideration to business impact.
* Uses industry knowledge to predict future challenges for the product(s).
* Combination of technical aptitude, commercial, and product management skills, communication, negotiation and decision- making ability.
* Experienced in presenting and communicating with stakeholders to maximise product sales and revenue.
* Uses relationships across the business and industry to drive product development and growth.

# Internal contacts

Senior management, and the Sales, Marketing and Finance departments

# External contacts

End-users, industry contacts, market research firms, vendors.

# Typical experience

5 - 8 years experience in product management, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Product Manager**

**Aon Position code: PRD.47001.4**

**Level: 4**

**Responsible for**

Manages a product or portfolio of products to maximise their revenue and growth.

# Report to

Senior Product Manager, Business Unit Head.

# Supervises

No supervisory responsibilities

# Main activities

* Management of the entire product line life cycle, from strategic planning to tactical activities.
* Develops business cases for changes to the product offering or its delivery to market.
* Develops metrics and measures the success of new product(s) initiatives.
* Modify the product(s) to maximise product revenue and growth.
* Develops own knowledge of the product(s) and industry/competitor trends, and uses this knowledge to influence strategic direction of product development.
* Develop product positioning and messaging that differentiates product(s) in the market.
* Communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of your products.
* Liaises with sales, marketing and finance to assess, monitor and improve product delivery.

# Key skills

* Combination of technical aptitude, commercial, and product management skills, communication, negotiation and decision- making ability.
* Ability to solve problems with consideration to business impact.
* Well-developed communication and influencing skills.
* Strong presentation skills.
* Experience in building and maintaining relationships across the business to drive product development and growth.

# Internal contacts

Product development, sales, marketing, finance, business unit heads.

# External contacts

End-users, market research firms, vendors.

# Typical experience

5+ years experience in successful delivery of a wide range of products, coupled with relevant tertiary qualifications.

# Other comments

Alternative title: Product Owner.

# Position title: Associate Product Manager

**Aon Position code: MKT.21020.3**

**Level: 3**

**Responsible for**

Assisting the Product Managers in the development and maintenance of a product or portfolio of products to maximise their revenue and growth.

# Report to

Manager - Product Management; Product Managers.

# Supervises

No supervisory responsibilities.

# Main activities

* Assisting in the development of product features to ensure a competitive and marketable range of products.
* Assisting in the development of sales ideas and promotional materials to support new and existing products.
* Ensuring all marketing support documentation is current and has received the appropriate compliance sign-off.
* Answering product related enquiries from staff and intermediaries.
* Assisting in the development of regular product communications to customers and advisers.
* Assisting with projects as required.

# Key skills

* Sound understanding of the market.
* Good communication and interpersonal skills.
* Proficiency in Word and Excel.
* Ability to work in a team environment.
* Time management and ability to prioritise.

# Internal contacts

Product Managers; the Sales & Marketing, Distribution, and Actuarial departments; Client Service staff.

# External contacts

Advisors, Dealers.

# Typical experience

At least 3 - 4 years of experience in Product Management, coupled with relevant qualifications.

# Other comments

**Position title: User Experience Manager**

**Aon Position code: ITC.45064.5**

**Level: 5**

**Responsible for**

Providing strategic direction and guiding/mentoring User Experience practitioners as they focus on the creation of user experiences for products and solutions.

# Report to

Director of User Experience, Project Team Leader - Applications or Project Manager - Applications.

# Supervises

Senior User Experience Designers, User Experience Designers.

# Main activities

* Driving strategic vision to design efforts that focus on delivering user experiences.
* Understanding what our users are doing and why.
* Employing a strong understanding of User Experience best practices.
* Tracking design progress, identifying potential issues, and pro-actively working on solutions.
* Launching ideas (e.g. final wires, detailed flows, error states, etc.) and assisting in post launch analysis with the analytics and research team.
* Providing guidance to user experience design teams.
* Developing the team to their full potential through training, coaching, and feedback.

# Key skills

* Strong, analytical problem solving, decision-making, and leadership skills.
* Excellent communication and collaboration skills.
* Experience with Agile Software development processes including Scrum.
* Strong understanding of User Experience best practices.
* Ability to understand highly complex products.

# Internal contacts

Product Managers, Development teams, User Interface Developers, Web Designers.

# External contacts Typical experience

8+ years experience as a User Experience designer, information architect, interaction designer, program manager, visual design, or similar. Minimum 2 years experience as a design lead, product lead, or design manager.

# Other comments

Please note: Definition of User Experience versus User Interface (smaller organisation may have these two functions/skill sets in one role) - User Experience is responsible for the research and design specification and ongoing modification of products and solutions, however does not focus on programming. User Interface is responsible for coding and programming to support efficient, and user friendly operation of products. User Interface staff will have some knowledge of development research and design to enable outcomes.

# Position title: Senior User Experience Designer Aon Position code: ITC.45064.4

**Level: 4**

**Responsible for**

Leading the conduct of research to understand user needs, and producing concepts and designs for the organisation's websites, mobile applications and other digital assets. Focuses on information requirements, user interaction/navigation and user interface design.

# Report to

Project Team Leader - Applications or Project Manager - Applications

# Supervises

May mentor more junior User Experience Designers.

# Main activities

* Designing research program and conducting user-needs analysis using human factors research techniques in order to analyse and develop user profiles/personas and task scenarios for target segments.
* Designing the user experience including information flow, interaction models and card sorting.
* Conducting workshops with internal clients (editors, product managers, business analysts, technologists) to define project scope, objectives, target audience, marketing and advertising opportunities.
* Creating deliverables including prototypes, conceptual diagrams, site maps, interaction flows, storyboards, page/screen schematics/wire-frames, content inventories, help and instructional copy - all of which conform to the organisation's user experience guidelines.
* Overseeing user testing including usability testing, heuristic evaluation and/or other techniques.
* Overseeing production of user test documentation and report on outcomes/recommendations to business stakeholders.

# Key skills

* High level of knowledge of user-centred design methodologies, information architecture and usability principles, including user-centred-design (UCD) and HCI.
* Good understanding of digital trends and web/mobile technologies, and ability to evaluate the applicability for business solutions.
* Familiarity with project management and systems development life-cycles.
* Knowledge of visual design principles, trends and experience with design software.
* Ability to work independently and also collaboratively with others.
* Ability to work in a fast-paced environment with changing priorities
* Must have high level of attention to detail and high level of creativity.

# Internal contacts

Product Managers, Development teams, User Interface Developers, Web Designers.

# External contacts Typical experience

* 1. years experience in a related digital role (e.g. Product Management, Visual/Graphic Design, Development, or Marketing), coupled with tertiary qualification in Cognitive Psychology, Human Factors, Computer Science or equivalent.

# Other comments

This role does not code/program the digital assets - this role is responsible for passing design specifications on to a development team (particularly User Interface Developers), who are then responsible for building the website or mobile application. This role would work closely with the development team throughout the build process.

# Position title: User Experience Designer

**Aon Position code: ITC.45064.3**

**Level: 3**

**Responsible for**

Undertaking research in order to understand user needs, and producing concepts and designs for the organisation's websites, mobile applications and other digital assets. Focuses on information requirements, user interaction/navigation and user interface design.

# Report to

Project Team Leader - Applications or Project Manager - Applications.

# Supervises

No supervisory responsibilities.

# Main activities

* + - Conducting user-needs analysis using human factors research techniques in order to analyse and develop user profiles/personas and task scenarios for target segments.
    - Designing the user experience including information flow, interaction models and card sorting.
    - Participating in workshops with internal clients (editors, product managers, business analysts, technologists) to define project scope, objectives, target audience, marketing and advertising opportunities.
    - Creating deliverables including prototypes, conceptual diagrams, site maps, interaction flows, storyboards, page/screen schematics/wire-frames, content inventories, help and instructional copy - all of which conform to the organisation's user experience guidelines.
    - Conducting user testing including usability testing, heuristic evaluation and/or other techniques.
    - Producing user test documentation and report on outcomes/recommendations to team.
    - Developing deep understanding and knowledge of user-centred-design (UCD), HCI and usability principles through own research and projects.

# Key skills

* + - Knowledge of user-centred design methodologies, information architecture and usability principles.
    - Good understanding of digital trends and web/mobile technologies, and ability to evaluate the applicability for business solutions.
    - Familiarity with project management and systems development life-cycles.
    - Knowledge of visual design principles, trends and experience with design software.
    - Ability to work independently and also collaboratively with others.
    - Ability to work in a fast-paced environment with changing priorities
    - Must have high level of attention to detail and high level of creativity.

# Internal contacts

Product Managers, Development teams, User Interface Developers, Web Designers.

# External contacts Typical experience

Minimum 3 years experience in a related digital role (e.g. Product Management, Visual/Graphic Design, Development, or Marketing), coupled with tertiary qualification in Cognitive Psychology, Human Factors, Computer Science or equivalent.

# Other comments

This role does not code/program the digital assets - this role is responsible for passing design specifications on to a development team (particularly User Interface Developers), who are then responsible for building the website or mobile application. This role would work closely with the development team throughout the build process.