

Manager, Research and Insights – Qantas Loyalty

Qantas • Mascot NSW 2020

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Skills

MARKET RESEARCH

SPSS

Full job description

- **Opportunity to help drive the research and insights strategy for Qantas Loyalty**
- **Take an opportunity to grow and diversify your career**
- **Permanent position based at our Mascot Campus**

Qantas Loyalty is a high performing business and has a history of launching exciting new brands and services that make a difference to its millions of Frequent Flyer and Business Rewards members. Qantas Frequent Flyer and Qantas Business Rewards remain at the core of the program, while the business has evolved to include a number of new ventures and other businesses such as Qantas Money, Qantas Insurance, Qantas Hotels & Holidays and Qantas Wine.

The **Manager, Research and Insights** will be important in helping Qantas Loyalty to achieve its EBIT and NPS targets through embedding the Voice of Customer into core decisions across the business. This role will be the 2IC to the Senior Manager, Research & Insights to drive the strategic roadmap for the Research and Voice of Customer function and will have end to end ownership of complex strategic research projects, driving important revenue and member engagement outcomes for the business.

You will have oversight of key vendor relationships and lead the evolution of the Qantas Loyalty Online Market Research Community. You will also work closely with Tribe leadership to ensure key research insights are actioned against to deliver important business outcomes.


Job details

 Date posted
21 Jun 2021

 Expired On
30 Jun 2021

 Category
Marketing & Advertising

 Occupation
Market Research & Analysis

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

You'll have:

- Ideally 7+ years' proven hands-on experience in market research agency and/ or client-side research teams
- Sophisticated quantitative & qualitative market research background with strong understanding across methodologies and research design, sampling and fieldwork set-up. Open to quantitative skew.
- Proven experience in leading complex VoC research programs, NPS and Brand Health Tracking studies as well as strategic ad-hoc projects, with tight timelines and with a broad range of stakeholders and business verticals
- Experience with a diverse range of clients from FMCG to Finance and Insurance Proven experience in driving strategic outcomes/implications through the usage of research insights
- Deep experience in managing senior stakeholders
- Strong and extensive working knowledge in best-in-class market research techniques, statistical tools/applications such as Q or SPSS, and insight development from raw datasets are fundamental to the role.
- Qualtrics (or similar) proficient as programming surveys and building dashboards as well as survey deployment is part of the role.

We're a workplace that comes together as one, but we're made up of individuals who each have different lifestyles and commitments. Flex@Q is our approach to creating a culture and workplace where people can work flexibly, supporting you to balance work and life as best you can.