

Position Description



Position Title	Senior Analyst Customer Research & Insights
Position No	00076859
Delegation Level	006
Job Designation	Analyst
Organisational Unit	Customer Insights & Strategy Brand, Marketing & Customer Strategy
Work Centre	Brisbane Centra
Position Type	Permanent
Rail Safety Worker	No
Medical Fitness Standard	Refer to relevant business instructions.
Performance Plan Type	Team Member - PPR
Shiftworker	No
Classification (Range)	AS6 .1 - AS6 .4
Pay Scale Type	ASPT
Reports to Position	Team Leader Customer Strategy and Insig

QUEENSLAND RAIL VALUES:

1 Queensland Rail - We do better together
Treat others with respect - We appreciate everyone's contributions and differences
Empower our people - We have confidence in our people
Act Safely - We work safe, to go home safe
Make a positive difference - We learn from today, to improve tomorrow

Position Purpose

Responsible for the delivery of a comprehensive customer research program, designed to inform and measure the effectiveness of key organisational goals and directives.

Position Responsibilities

1. Lead the development and execution of qualitative and quantitative research for the review and development of Queensland Rail customer products, services and brands.
2. Conduct detailed customer segmentation analysis for users and non users of Travel & Tourism and City Train brands.
3. Develop and manage a Brand and Corporate Reputation tracking program.
4. Deliver customer journey mapping to inform new products or services.
5. Develop and have ownership of an Insights Register for Queensland Rail
6. Partner with Corporate Strategy and TransLink to use demographic and Go Card data and research to identify transport trends and influence customer-centric change.
7. Lead the development and implementation of new metrics across customer, brand, employee, products and services.
8. Partner with TransLink and TMR to map the entire travel experience and identify specific customer experience and business opportunities.
9. In partnership with People & Culture, assist in the creation of the Employee Engagement survey, including benchmarking, calculation and implementation of results

Additional Factors

The appointee will be required to :-
- Comply with Queensland Rail's Code of Conduct;

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- Observe all legal and safety obligations of the organisation;

What is the key selection criteria

1. High level of skill in conducting market research and customer data analysis for large organisations (including segmentation, branding, corporate reputation, advertising testing and choice modeling).
2. High level of skill in conducting analysis, identifying business recommendations and driving change within businesses as a result of research.
3. High level of skill in the use of contemporary office software, including Microsoft Word, Excel, Powerpoint; common data visualization software such as Tableau and Power BI and statistical software packages such as SPSS or Q.
4. High level of written and oral communication, interpersonal and negotiation skills.
5. High level of skill in managing external service providers, specifically regarding strategic research, to provide key deliverables for the business.
6. Substantial skill in developing and implementing metrics across customer, brand, employee, product and services.
7. Extensive skill in managing external service providers, specifically regarding strategic research, to provide key deliverables for the business.

Pre-employment Checks:

Not Applicable

Health, Safety and Environment Responsibilities

Comply with the overarching document called Health, Safety and Environment Responsibilities MD-11-6843 located in the Safety and Environment Management System.

Personal Protective Equipment needs:

Refer to relevant business instructions.

Safety Publications

Refer to relevant business instructions.

Please Note:

Queensland Rail has a random alcohol and other drug testing program.
Testing can occur anywhere, at any time, on any day.