

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

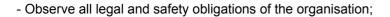
- Lead the development and execution of qualitative and quantitative research for the review and development of Queensland Rail customer products, services and brands.
- 2. Conduct detailed customer segmentation analysis for users and non users of Travel & Tourism and City Train brands.
- 3. Develop 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;





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).
- 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.
- 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.

