



Creating great homes together

Role Profile

Position

Customer Insight Analyst

Reporting to

Data and Insight Manager

What you can expect

We're a magnificent place to work, where talented and ambitious people enjoy rewarding, purposeful and fulfilling careers in an inspirational environment.

- To join the Data and Insight Team (Magna's centre of excellence for data, insight, and reporting) to work with likeminded colleagues.
- The opportunity to influence the development of our performance reporting framework to reflect our Better Futures strategy and transformation roadmap.
- Support in your continuous professional development.
- Passion, commitment, and drive to do the right thing and continuously improve.
- A fast paced and collaborative environment.
- Agile working based at home, travelling to Magna sites as required.
- At Magna, we are committed to your growth and professional journey. We offer ample opportunities for further training and development, empowering you to excel in your career. Our comprehensive benefits package underpins our commitment to your well-being and includes a generous Pension Scheme, Health Care Cash Plan, Wellbeing Portal and Employee Assistance Program. These resources are designed to support both your mental and physical health, ensuring your success in both personal and professional aspects of life.
- We actively support our local communities and encourage employee involvement by offering one paid day per year for volunteer activities alongside access to Credit Union facilities and Colleague Voice. You will also benefit from Company Sick Pay and a competitive annual leave entitlement, which increases progressively with your length of service over the first five years.

What you are known for

- Passion for improving customer experience through data-driven insights.
- An ability to turn complex data into actionable insights that drive improvements.
- Your thoroughness and accuracy in data analysis and reporting.
- A reputation for being proactive in identifying areas for improvement and suggesting innovative solutions.
- Developing data analysis techniques.
- Making best use of available technology, intelligence and analytics including mapping solutions.
- A passion and enthusiasm for data analysis.
- An aptitude for understanding software solutions and their application.
- Being a valuable team member who can effectively support various departments in achieving their insight goals.

What you take care of

- Extracting, analysing, reviewing, validating, and reporting on Magna data to support research, insight, and creation of metrics for our performance framework and programme monitoring.
- Routine analysis and ad hoc data requests.
- Helping to manage and support integration of new data into our reporting processes.
- Improved centralisation of all relevant data to ensure a single customer view.
- Liaison with existing research contractors and reviewing their effectiveness to deliver requirements. Preparing and submitting the necessary reports to the Regulator and senior management for the Tenant Satisfaction Measures. Analysing feedback and providing recommendations on improvements within the business.
- Working with our Customer Psychometric Segmentation data to provide customer insight for the business to inform customer journeys and service design.
- Designing new omni-channel customer and colleague surveys and consultation exercises.
- Analysing and reporting back on customer opinion for regular satisfaction surveys, including those results used as performance measures, to inform customer journeys and service standards.
- Conducting qualitative customer research, including setting up and facilitating focus groups, phone surveys, and face-to-face customer interviews commissioned by the business.
- Generating reports, and providing customer insight to the Leadership Team, Executive and Strategic Boards.
- You will identify trends, benchmarking against industry standards, and recommending actions to enhance efficiency and effectiveness.

What you need to be successful

- Experience in commissioning, undertaking, and analysing customer insight, together with experience of data extract and reporting.
- An understanding of equality and diversity legislation and GDPR in the context of market research and customer satisfaction monitoring.
- A strong analytical mindset and proficiency in data analysis tools and software.
- Excellent communication skills which are essential to present findings and recommendations clearly to stakeholders.
- A good understanding of the housing sector and relevant performance metrics.
- Attention to detail, problem-solving abilities, and the ability to work independently and as part of a team are crucial.
- Strong analytical and problem-solving skills.
- Exceptional interpersonal skills, with a self-motivated, logical, and structured approach.
- Experience of using PowerBI or equivalent data modelling and visualisation tools.

Qualifications required

Applicants with transferrable skills are encouraged to apply.

Although not essential it would be advantageous to hold the following qualifications or certifications:

- Degree level qualification. Accreditation in data or statistical analysis. Advanced Microsoft Excel skills.
- Market research qualification (e.g. MRS Certificate in Market Research or equivalent)
- Chartered Institute of Housing qualification.
- Microsoft certifications e.g. Excel certification, SQL Reporting certification, PowerBI certification.

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