

About the role

Proposed Role

Ad-hoc Research Manager

Location and hours

Bristol, London or Edinburgh

35 hours per week

Hybrid working with minimum 3 days per week in the office

Band

Senior Expert

What you'll be doing

To design and deliver our ad-hoc research programme for Motability Operations, including our Headlight customer panel, customer closeness programme and trends monitoring to inform and influence MO to achieve better customer outcomes and ambitions.

Reporting to the Customer Insight Lead, the Ad-Hoc Research Manager will play a crucial role in ensuring that customer insights shape business decisions and drive a culture of customer-focused, evidence-based decision-making today and in the future.

Main Responsibilities

- Leading ad-hoc research initiatives, including management of Headlight customer panel, conducting of regular research projects and identifying and monitoring key customer trends, ensuring a pipeline of research to understand customer landscape today and in the future.
- Overseeing the Headlight community research panel, ensuring regular and effective engagement with MO Colleagues and customers of the Motability Scheme through various research projects.
- Develop and implement panel engagement framework to ensure clear prioritisation, communication, engagement, impact and effectiveness of Headlight Panel.
- Develop and implement customer closeness programme that brings MO colleagues closer to the everyday lives, challenges and opportunities that our customers face now and in the future.
- Develop and implement key consumer trend monitoring from existing and bespoke insights that enable MO to better anticipate future customer needs.
- Promoting best practice methodologies and ways of working in customer research, ensuring projects are set up for success and incorporating new approaches as appropriate.
- Supporting with the Customer Insight Lead to develop and implement the research agenda, ensuring alignment with overall business objectives.
- Ensuring a continuous supply of broader marketplace and consumer trend insights to inform the customer perspective and future strategy.
- Providing quality control and oversight for research projects, ensuring that insights are practical, actionable, and aligned with commercial outcomes.
- Supporting the automation and visualization of customer insight generation to drive engagement and rapid dissemination of information.
- Effective management of external research agencies and platform providers to ensure deliverables meet requirements and delivered on time and within budget.

Motability Operations

- Evaluating and recommending new research tools and methodologies to enhance our insights capability.
- Support “the last mile” of customer insight; ensure that knowledge and insight is appropriately disseminated to the relevant stakeholders across the organisation and is optimised for action
- Acting as a champion for the use of customer data and insights across the business to drive evidence-based decision-making.

About you

- Proven experience in conducting market and customer research and delivering insights that drive business decisions.
- Demonstrable experience of customer panel management driving strong engagement with both internal stakeholders and customers.
- Strong analytical and problem-solving capabilities with a demonstrated ability to analyse complex data sets.
- Educated to a degree standard, ideally in applied statistics, operational research, management science, or a related field.
- Insatiable curiosity and a natural desire to relate to the commercial agenda of the business and stay updated with changes in the research and analytics domains.
- Strong appreciation of different research methodologies and voice-of-the-customer data sources.
- Ability to articulate analysis and insights for a non-technical audience with clarity and in an engaging way.
- Excellent interpersonal, communication, and influencing skills coupled with sound commercial awareness.
- Robust knowledge of customer experience management and CRM.

Minimum criteria

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Motability Operations

Who you'll be working with

You will be working as part of our Customer Insight and Analytics team who comprise a wide range of customer insight and analytics expertise. With access to a range of data sources, analytical and research tools, you will utilise these tools to help bring a deeper understanding of our customers to MO. CIA team aim to enable MO to turn data and insights into customer advantage.

You will work collaboratively with a range of internal stakeholders and external stakeholders including third party insight agencies.

You will work closely with senior stakeholders across MO WLT, and external stakeholders to influence and shape decision making and support success.

We're Motability Operations

About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 815,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive of one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

Motability Operations

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you a peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office