

Bernicia Group Role Profile

Title: Customer Research & Insight Manager

Reporting to: Assistant Director, Customer Experience

Date: August 2026

Purpose

To support business strategy and continuous improvement through a clear understanding and articulation of customer needs, behaviours, perceptions and satisfaction across the customer journey using a variety of research techniques. To help develop and deliver a research and insights programme, providing timely, relevant and meaningful insights to support business decision making and monitor ongoing performance. To support the involvement of tenant voice through deep dives and root cause analysis. To partner with the business to effect change.

Accountabilities

Operational

Summary:

- Contribute to the development of strategic plans and initiatives based on data-driven insights.
- Develop, manage and deliver a research and insights program using a variety of research techniques which drives customer understanding, to ensure the voice of our tenants are both considered and involved in business decisions.
- Build and maintain relationships with operational colleagues in order to identify the insight needed to support key decisions.
- Identify gaps in the customer insight and design projects to address them, taking responsibility for project management, supplier onboarding and management where relevant, and delivery.
- TSM collection oversight and analysis: managing supplier relationships, ensuring methodology delivers robust results and is compliant with regulatory requirements, identifying trends and outliers and converting the results into actionable insight, bringing to life through visual storytelling.
- Customer satisfaction measurement: identify a solution for, and then manage the collection of customer satisfaction. Manage supplier relationships, agreeing methodology, questionnaire design, contact strategy and analysis framework.
- Cross-functional Collaboration: become a valued business partner with various teams to communicate insights and drive business decisions. Create virtual internal

teams of customer experience champions to draw insight and collaboratively develop continuous improvement programs

- Customer Journey Mapping: understand and map the end to end customer journey and measure to determine pinch points and moments of truth
- Personal development: help develop a customer segmentation and develop personas to help bring the customer to life.

Corporate

- Comply with all relevant legislation and work within our policies and procedures.
- As appropriate to the role, take ownership of the data in your area and support the achievement of high quality data and data management across Bernicia, by ensuring any data recorded is accurate, reliable and trustworthy.
- Perform your role in accordance with the Bernicia Way and draw to your manager's attention any unsafe working practice/conditions.
- Maintain a safe and healthy working environment, by ensuring all health and safety policies and procedures are fully implemented and consistently applied and carrying out suitable and sufficient risk assessments.

The above list is not exhaustive and your role will certainly change over time reflecting the changing needs and activities of the organisation and our commitment to making best use of technology and improving the way we do things. You must therefore be committed to personal development, adapting to and welcoming change and making continuous improvements in the efficiency and effectiveness of our use of resources.

All colleagues are encouraged to not ignore work at the boundaries of their specific role, by taking "ownership" of any issue with which they become involved, ensuring that all matters are brought to a satisfactory conclusion. This includes identifying any risks involved in the day to day responsibilities of the role and taking action to mitigate those risks.

Desirable Skills & Experience

A passion for insight and a natural curiosity about customers and data.

A relevant Market Research, Social Research qualification or equivalent on the job experience.

Relevant qualifications include Market Research Society Advanced certificate, and social science-related degrees with a substantial quantitative research component.

Knowledge and experience of managing quantitative research projects (including survey design and analysis) beginning to end.

Confidence to work with a range of internal and external stakeholders, including senior leaders.

Excellent spoken, written and visual communication skills, with the ability to adapt style and outputs to the varying needs of different audiences.

Ability to work under pressure, at pace and can prioritise and project manage a number of tasks at once.

A team player.

Values	
Value	Expectation
Customer Focused	We understand our customers and champion customer focus.
Trusted	We uphold the highest standards of integrity in all our actions, we are personally accountable and deliver what we say we will do.
Respect for People	We respect our tenants and customers and recognise them as individuals. We value our colleagues, encourage their development and reward their performance.
Leadership	We provide strong and transparent leadership, supported by clear decision-making which is evidence-based and outcomes-focused.
Collaborative	We collaborate to help meet the needs of tenants and customers, partners and the wider North East.

