

## Insight & Innovation – Digital Innovation & Consumer Graduate

At Musgrave, we've been Growing Good Business for over 140 years. And we're not stopping there. In fact, we're just getting started. As Ireland's largest private sector employer, we welcome talented people who want to be part of a thriving business with real purpose. Every role at Musgrave is a chance to define what Growing Good Business means.

We are currently recruiting for our award-winning Graduate Development Programme and we want you to *bring your good* to our business and develop your career with us.

<b>Role:</b>	Digital Innovation & Consumer Graduate	<b>Location:</b>	Hybrid with office location in Cork and Dublin
<b>Type:</b>	2-year contract	<b>Travel Required:</b>	Occasional business travel
<b>Department:</b>	Insight & Innovation		

## Purpose & Scope

There is now a multitude of ways to engage our customers, through online, mobile, in-store and other services. The remit of the Insight & Innovation (I&I) team is to ensure that all our channels to our consumers, both physical and digital, work in a seamless manner and drive continuous improvements in our customer experience, and by delivering a seamless shopping experience, we will enhance the ability of Musgrave to personalise the offer to our customers and subsequently drive sales.

It is an exciting and dynamic area and in recent years Musgrave has been at the forefront in Ireland with its online, loyalty and mobile strategy for SuperValu, Centra and MarketPlace. We are looking for emerging talent with a passion for technology, business, innovation, and customer experience to support plans to keep pace with consumer-facing technology, ensuring we are leaders in this space for our brands.

The purpose of this role is to support the delivery of our Digital Product Innovation roadmaps which are key parts of our Digital Transformation agenda, with a strong focus on embedding the Consumer Experience into our ways of working. This is an excellent opportunity for innovative and motivated people with excellent communication skills and an interest in business analysis.

The scope of the Innovation & Insight Graduate role comprises a two-year experiential development programme as part of the Insight & Innovation team. The Programme will allow the graduate gain wide experience right across the I&I department, with a particular focus on our Digital Agenda. This role will entail working closely with the Innovation Proposition Manager and Product Managers responsible for delivering the SuperValu, Centra and Musgrave MarketPlace Digital experience for our shoppers and customers. You will also participate in the Musgrave/Irish Management Institute Graduate Development Programme over the course of the two years.

## Key Activities

### Product Management

Work within the Innovation team to support the creation of a digital innovation roadmap, develop and prototype digital opportunity in our various markets and support other teams whose propositions have a digital component. This will involve gaining experience working with other I&I team members, third party suppliers, other Musgrave departments such as IT, our retail partners, consumers, and internal business stakeholders across the Musgrave organisation.

Activities include:

- Researching problems that our customers or users have and finding solutions which can be delivered via technology. Representing and championing the customers internally.
- Engaging proactively with a broad range of stakeholders across our business to ensure timely and cost-efficient delivery of our digital product requirements and all times balancing the commercial and UX needs – for both prototypes and final stage propositions.

- Supporting the delivery and operation of the digital tools and driving innovation in how we use technology to achieve our goals.
- Monitoring and analysing customer behaviour and product performance throughout and after every initiative through A/B testing and measuring against KPIs, to ensure that the technology investments are successful.

## Drive Digital Innovation

Work with our Head of Innovation, Senior Product Managers in IT, and the wider I&I team to identify and deliver digital platforms that will transform Musgrave's digital propositions for its end users.

Activities include:

- Identifying ideas/opportunities for using digital to transform any aspect of our business for the Supervalu, Centra and other Musgrave brands.
- Working with our colleagues and customers to fine-tune business requirements for any new digital platform proposal or change.
- Working with our colleagues to collate a business case in terms of understanding the return on investment for any digital deployment.
- Working with suppliers and IT in relation to solution development and deployment to understand technical feasibility in full.
- Working with colleagues and customers to ensure appropriate adoption of new digital deployments
- Ad-hoc project work

## Digital

Work on impactful design projects aimed at delivering customer centric design as part of the Digital Product Team for Musgrave.

- Part of a team that deliver best in class user experience and user interaction design for consumer facing digital projects within the Musgrave portfolio.
- Create user flows, customer journey maps, wireframes, prototypes etc in collaboration with the User Experience (UX) Manager and Product Managers.
- Responsible for conducting user research and translating the outputs into design solutions.
- Stay on top of the latest guidelines and constraints for all UI matters such as iOS and Android guidelines, responsive dos and don'ts, latest visual trends, etc.

### Primary Relationships

- Head of Innovation
- Proposition Lead on Innovation projects
- Head of Product Mgt in IT & Digital Product Team
- External agencies
- Retailers/Food Service Business Owners

### Secondary Relationships

- Insights and Innovation Director
- Graduate Mentor
- Early Careers Manager
- IMI Programme Manager
- Other graduates

### Essential Qualifications

- Honours Degree (Level 8) in a relevant digital/technical area e.g. Computer Science & Business, eCommerce in Retailing, Software Engineering, design

### Desirable Qualifications

- Masters in business /digital product design / technology
- Qualification in UX design (user experience)
- Qualification in innovation or design thinking techniques
- Practical internship or experience in a digital role is an advantage

### Essential Skills

- Basic understand of technology and the function of databases, application layer, and presentation layer
- Understanding of leading digital platforms (e.g. Google, Amazon)

### Desirable Skills

- UX expertise (user experience)
- Commercial acumen
- Strategic thinking capability
- Understanding of APIs

- Familiarity with, and interest in, technology and innovation
- Pragmatic and data driven
- Strong analytical skills
- Good attention to detail
- Project management skills
- Knowledge of Microsoft Office
- Third level qualification in Statistics, Computer Science, Analytics (or equivalent qualification)
- SQL and database capabilities along with the ability to work with analytical and BI tools
- Relevant third level qualification in design
- Proficient user of Adobe Creative Suite, Sketch and prototyping tools
- User research and data analytics experience
- Good working knowledge of CSS, HTML and JavaScript an advantage
- Strong knowledge of User Centred Design and familiarity with Service Design principles

## Our Values

At Musgrave our values and purpose challenge and inspire us to do the right thing. We work in alignment with our values of ***building and sustaining long term stable relationships built on a bedrock of honesty, working hard, achievement and not being greedy.***

