



## Job Description

<b>Job Title:</b>	<b>Digital Innovation &amp; Consumer Graduate</b>	<b>Location:</b>	Cork
<b>Department:</b>	Innovation & Consumer (IC)	<b>Date:</b>	February 2019
<b>Reporting To:</b>	Senior Product Manager	<b>Version:</b>	2.0

### Role Specification & Purpose

There is now a multitude of ways to engage our customers, through Online, Mobile, in-store and other services. The remit of the Innovation & Consumer 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 personalize 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 both SuperValu and Centra. We are looking for emerging talent with a passion for technology, business, 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 Seamless Shopping and 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.

### Role Scope

The scope of the Digital Innovation & Consumer Graduate role comprises of a two-year experiential development programme as part of the Innovation and Consumer department. The programme will allow the graduate gain wide experience right across the IC department, with a particular focus on our Digital agenda.

The 2 years will involve working in two different areas, with the initial placement being part of the eCommerce team which is responsible for delivering the SuperValu and Centra Digital experience for our shoppers.

### Area of Responsibility: eCommerce Customer Adoption

#### Key Activities

Work within the eCommerce team to support the delivery of the end to end eCommerce experience for our shoppers. This will involve gaining experience working with other IC team members, 3<sup>rd</sup> party suppliers, our Retail partners, consumers and internal business stakeholders across the Musgrave organisation.

Activities will include:

- Analysing digital data – transactional data, customer surveys, Google Analytics, web metrics, etc.
- Understanding the customer pains and the role eCommerce
- Researching, informing and applying new emerging consumer trends
- Working with colleagues to understand business and customer demands
- Testing, training and transition, and support of any changes across the organisation and with our support partners
- This will include deliveries across various channels / platforms including our website



**Area of Responsibility: Drive digital innovation**

**Key Activities**

Work with our Head of Digital Product, Senior Product Managers and the wider IC team to identify and deliver digital platforms that will transform our Omnichannel proposition:

- Identifying ideas/opportunities for using digital to transform any aspect of our business, including in-store processes, e-commerce, logistics, and customer engagement
- 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 in relation to solution development and deployment
- Working with colleagues and customers to ensure appropriate adoption of new digital deployments
- Ad-hoc project work

**Key Relationships**

Primary	Secondary
<ul style="list-style-type: none"> <li>• Head of Digital Product</li> <li>• Head of eCommerce</li> <li>• Senior Product Managers &amp; Digital Product Team</li> <li>• External Agencies</li> <li>• UX Team</li> <li>• Retailers</li> </ul>	<ul style="list-style-type: none"> <li>• IC Director</li> <li>• Divisional HR colleague</li> <li>• Graduate Mentor</li> <li>• Graduate Buddy</li> <li>• Early Careers Office</li> <li>• Other graduates</li> </ul>

**Person Specification**

Essential Qualifications	Desirable Qualifications
<ul style="list-style-type: none"> <li>• 2:1 Honours Degree (Level 8).               <ul style="list-style-type: none"> <li>○ BESS - Business, Economics and Social Studies - TCD</li> <li>○ BIS - Business Information Systems - UCC</li> <li>○ Social Science - UCC / UCD</li> <li>○ eCommerce in Retailing – TUD</li> </ul> </li> <li>• <b>OR</b> 2:2 Honours Degree with a 2:1H Level 9 qualification e.g. Masters</li> </ul>	<ul style="list-style-type: none"> <li>• Masters in business /digital product design / technology</li> <li>• Qualification in UX design (user experience)</li> <li>• Qualification in project management (e.g. PMI)</li> <li>• Practical internship or experience in a digital role is an advantage</li> </ul>

Essential Skills	Desirable Skills
<ul style="list-style-type: none"> <li>• Basic understand of technology and the function of databases, application layer, and presentation layer</li> <li>• Understanding of leading digital platforms (e.g. Google, Amazon)</li> <li>• Familiarity with and interest in technology</li> <li>• Communication skills</li> <li>• Analytical skills</li> <li>• Good attention to detail</li> <li>• Project management skills</li> <li>• Microsoft Office</li> </ul>	<ul style="list-style-type: none"> <li>• UX expertise (user experience)</li> <li>• Commercial acumen</li> <li>• Strategic thinking capability</li> <li>• Understanding of APIs</li> </ul>

# Musgrave

## Values

### Living the Musgrave Values

- Honesty
- Achievement
- Long Term Stable Relationships
- Working Hard
- Not being Greedy