

COMMERCIAL

Job Title: BUSINESS GROUP DIRECTOR – FASHION LIFE

Reporting to: COMMERCIAL DIRECTOR



The 'Award Winning' UK Retail and Technology Division of the GfK Group seeks a Business Group Director, FashionLife who will be responsible for spearheading one of the Divisions most exciting and important developments for the coming years

Job Function

The Business Group Director for Fashion Life will need to demonstrate an exceptional ability to develop new panels, both in terms of the product offered and also the revenue base. Being responsible for all aspects of quality, servicing, management, improvement and budgetary control of the client service processes from setting up the product category, through to data control within QC Projects until final output and service delivered to clients.

The Business Group Director is responsible for the management and performance of a highly specialised team of staff who are experts on their panels and markets and deliver high-level client servicing.

The Business Group Director effectively sells and markets the company services; thereby maximise company revenues and profitability.

He/she ensures that all service delivered is in line with GfK international standards and policy.

Main Responsibilities

- Achievement of the revenue budget and ensuring all potential clients are identified and approached to maximise revenue potential.
- Development of continuous strategy to ensure long term growth, both revenue and product for the Fashion Life panel in line with the company strategy.
- Spokesperson for GfK within the sector, building relationships with decision makers at retailers, brands and gaining coverage at conferences and in the media.
- Manage agreed cost budget to target.
- Recruitment, training, management and development of staff
- Responsible for the co-ordination of the recruitment of missing retailers to the Fashion Life Panel.
- Full responsibility for the data quality and deliverables, in line with GfK international standards and standards set by the Research Director.
- Ensure exceptional high level of client servicing on panel product categories.
- Successful co-ordination and working relationship with the Global Directors, by providing timely, accurate and professional replies to international requirements.

- Effectively recruit and manage staff in your department and maximise team morale to ensure divisional achievement of objectives.
- Ensure maximum communication with the other internal GfK departments.
- Responsible for creating media awareness in line with GfK policy.

Core Competencies

- Able to manage and organise staff workload around core competencies
- Able to appraise staff and measure/track objectives
- Able to recruit personnel as to GfK standard methods
- Able to manage/forecast revenue and costs for business unit
- Able to give client and retailer presentations, including market SWOT-analysis
- Able to identify, develop & bring in leads
- Stand alone selling to new clients
- A view and involvement on how to develop each account
- Able to give insight into the future of the markets
- Quality standards are key to this individual
- Excellent communication skills at all levels both internally/externally
- A logical thinker, able to dissect and analyse client queries

Background/Experience

- **Team Leadership:** Have a comprehensive track record of developing and managing a talented team of individuals
- **Previous Work Experience:** Candidates will have operated at a senior level, ideally within the Fashion Industry. While exposure to Market Research would be an advantage, it is not essential, however, an understanding of the retailing sector in particular is critical.
- **Presentation:** The candidate must be able to represent GfK in an extremely professional manner to existing and potential clients within both blue-chip and customers. Including oral, written communication and product presentations.
- **Analytical Ability:** The ability to analyse market research results and present insightful conclusions to clients is critical
- **Strategic Focus:** As the candidate will have full ownership of their own business and its direction having a strong strategic focus is essential
- **Commercial:** Ability to identify opportunities, attract potential clients and secure on-going business.
- **Customer Service:** Delivery at senior level within retailing sector
- **Networking:** Excellent track record of building and maintaining relationships

Qualifications: Candidates are likely to be educated to degree level

About GfK

The GfK Group is one of the largest market research companies in the world. The Group has a staff complement of 10,000+ employees working in 115 operating companies covering more than 100 countries of the world who deliver the knowledge on markets and sectors which our clients need for their decisions. The GfK Group is headquartered in Nuremberg.

GfK is a full-service institute, which regards itself as a supplier of knowledge. It is a company with a tradition, which places a high value on continuity, long-term client relationships and consistent achievement at the highest level. This is also the reason why GfK cultivates its roots, which lie in academic research. The focus on innovation and progress is a central component of GfK's corporate culture, ensuring that the advanced technology and consistent quality of the methods, tools and practice areas used.

GfK delivers services in all major consumer, pharmaceutical, media and service sector market segments. Services are divided into three sectors: Custom Research, Retail and Technology and Media, a structure based on the sources of the data supplied by GfK to its clients.

With the recent and exciting addition of FashionLife, GfK's market leading research is now further available within the Fashion and Luxury Goods Markets.

GfK Retail and Technology (Continuous Market Research)

GfK Retail and Technology UK is the world's leading market researcher for tracking Point-of-Sale (POS) data in technical consumer goods and entertainment media markets.

GfK receive data from retailers and resellers in more than 80 countries worldwide. The GfK data platform, StarTrack, compiles this data and provides retailers, manufacturers and industry leaders with comparable information at both country and international level.

Other Responsibilities

Other responsibilities may be allocated by the line manager to ensure the effectiveness of the Group. All employees with GfK Retail and Technology UK Ltd. are expected to promote the image of the company. This will be done in part, by adopting a professional appearance and maintaining an efficient and effective working environment. It is expected of staff to adhere to any specific deadlines set in respect of any Company related Issues relating to professional servicing (internal and external) and objectives.

The detail and scope of this Job Description may be altered to take account of changing company needs.

Recruitment process: Please apply via your Line Manager with cv and covering letter to catherine.roberson@gfk.com.

Closing Date for applications: Friday 9th July, 2010