



Consultant Role Definition

About W5:

W5 has been at the forefront of voice of the customer experience in Ireland for the last 20 years. A multi award-winning business, W5 is a founder member of CXPA and is trusted by many of Ireland's leading companies to bring the voice of the customer into the heart of their organisations.

W5 believes that in service businesses in particular, the brand lives or dies in the customer experience and that consequently, customer experience is the most powerful differentiator for service brands. W5 helps businesses to become truly customer-centric and build customer experiences that bring brands to life in ways that add value for customers, increases business efficiency and reduces the cost to serve customers.

About this role:

Building on these strong foundations, we are seeking an exceptional, experienced person to help drive our CX consulting business, building W5's profile in the market and strengthening the team's capabilities to truly innovate and make a difference for clients.

As a Consultant at W5, you will have the opportunity to lead, manage and contribute to a wide range of projects and broaden and deepen your expertise in customer experience. W5 has a self-managed culture with supportive shareholders and a highly motivated team that shares a belief in the power of CX to transform organisations and businesses.

You will use your personal, creative, analytical and business skills to deliver high-value, impactful consulting projects for many of Ireland's leading companies, in collaboration with the W5 team.

You will excel at customer insight, voice of the customer measurement and data analysis, customer experience design, customer journey mapping and C-suite level consulting.

We are looking for someone who shares our values which are to be curious, innovative, entrepreneurial and collaborative.

As a Consultant, you will have ...

- A track record of personal leadership by example that motivates and supports teams to drive growth
- Deep customer experience capabilities and the skills to enrich the knowledge of others and embed skills within the team
- Significant experience as a customer experience design consultant, ideally within a management consulting or specialist advisory firm
- Knowledge and experience of marketing, research, business planning and brand positioning
- Excellent interpersonal skills, written and spoken communications including presentation, business development, proposal writing and financial management capabilities
- The ability to manage multiple projects, contributing significantly to the project content and design and structure of solutions. This will at times involve the use of different project management techniques and the application of design thinking
- The ability to build and maintain trusting and credible relationships with clients at all levels, but with credibility at C-suite
- The ability to critically distil and translate complex and multifaceted data into insights and solutions
- A proactive approach that anticipates and responds to changing situations and demands to achieve positive outcomes
- An innovative approach to the development and sharing of IP and fresh thinking



- An ongoing commitment to deepening your own knowledge and capabilities across the sectors in which W5 operates
- Leadership skills to develop others by providing support and guidance on projects and in buddy/mentor roles

Responsibilities

- Enable, support and empower clients to succeed with their customer strategy and in particular, the development of customer-centric culture through customer experience design, development and execution
- Contribute to the voice of W5 in the external market, building networks and profile for the business such that it becomes esteemed
- Develop W5's positioning as an expert specialist consultancy in the CX field
- Support the team to carry out research and data collection to understand clients' businesses, organisations and markets
- Work with clients to bring the customer to the centre of decision-making
 - interview the client's employees, management team and other stakeholders
 - design, deliver and manage workshops, outputs and actions
 - prepare business proposals and presentations
 - identify issues and form hypotheses and solutions
 - present findings and recommendations to clients
 - implement recommendations/solutions and ensure the client receives the necessary assistance to execute
 - manage projects and programmes
 - lead and manage those within the team, and external partners e.g. designers, data analysts
 - liaise with the client to keep them informed of progress and to make relevant decisions
 - manage budgets, timelines and resources to deliver programmes of work profitably

Skills

- Expert facilitation or moderation skills are essential
- The ability to work as part of a team
- A self-starter that takes ownership and sees things through to completion • interpersonal and communication (both oral and written) skills
- Creativity and innovation
- Problem-solving and strategic planning ability
- Analytical skills
- Flexibility
- The ability to cope with pressure and the challenges of managing multiple projects and clients Simultaneously
- Commercial awareness and understanding of business environments
- Ability to develop and win new business

If you would like to apply for this role, please send a covering letter and CV to tfarmer@w5.ie.