



## ROLE PROFILE

Job Title: Associate Director, Strategic Insights Location: London

Reports to: Strategic Insights Director Division/Dept: Strategic Insights

### About SEGRO

SEGRO is a leading owner, manager and developer of modern warehouses and light industrial property, with a portfolio comprising 10 million square metres of space, valued at £18 billion. Our assets are positioned strategically at locations in the UK, France, Germany, Italy, Poland, Spain, The Netherlands and the Czech Republic, and our customers include many of the biggest names in retailing and logistics, such as Amazon, Deutsche Post and Ocado.

For over 100 years SEGRO has been creating the space that enables extraordinary things to happen. From modern big box warehouses, used primarily for regional, national and international distribution hubs, to urban warehousing located close to major population centres and business districts, we provide high-quality assets that allow our customers to thrive.

We have strong plans for growth of our business over the next five years, with a clear objective of being the very best property company. We are making continued investment in improving our operational effectiveness, further enhancing our environmental and social commitments, and maintaining our position as being a great place to work for our staff.

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### About the SEGRO Strategic Insights Team

SEGRO has been a highly successful company over the past 10 years, but we recognise that to sustain our success we need to continuously improve. One of the key improvement areas identified by the Executive Team is the identification and use of Strategic Insights – we are now building a capability which will allow us to make more and faster market-beating decisions, underpinned by rigorous evidence.

Core to achieving this is our new Strategic Insights department, which incorporates market research, advanced analytics and strategic trends. Our purpose is to help SEGRO use be the best property company by building conviction around actionable insights. We have three key areas of focus:

- Strategic Growth Trends – enable us to get ahead of the competition through a superior and faster understanding of emerging market trends
- Market Intelligence – maximise value from our research and relationships
- Advanced Analytics – using data science and analytics in evidence-based decision making

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### Summary of the Role's Main Purpose

Lead a team responsible for equipping the business with actionable insights based on market trends, that enable us to get ahead of the competition. These will cover market themes and sectors which are emerging as opportunities or threats to the business (e.g. life sciences, inner city logistics, AI).

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## Principal Accountabilities

- Horizon scan for trends that could affect us or our customers
  - Deep dive on trends where they could have a material impact on our capital allocation, market position, customer proposition or site/asset design
  - Build business cases for new growth initiatives and help incubate growth opportunities
  - Source and engage business sponsors and coalitions as adopters and champions of outputs
  - Take a lead on answering ad hoc strategic questions
  - Own corporate risk 'Disruptive technologies and trends'
  - Input to annual market reviews and Group Strategy Day
  - Support colleagues on wider market analysis work
  - Manage secondees and lead matrix project teams
  - Commission and oversee external advisory work where required
  - Develop and own a multi-year plan for the development of the Strategic Growth Trends team
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## Core Areas of Knowledge, Skills & Experience

- Collaborative and effective, with the ability to work across teams to achieve objectives
  - Understands customers and the trends impacting their businesses – creates insights to enable the business to identify new business opportunities, and develops the business case for action
  - High quality of strategic thinking; able to interrogate and integrate a wide range of inputs, covering data, market research and management information
  - Able to effectively communicate complex subjects in written form and presentation settings, with both technical and non-technical audiences, including senior level stakeholders
  - Experience of balancing competing priorities and progressing multiple project simultaneously, including through delegation and management of flexible resourcing where necessary
  - Capable and keen to build and nurture a wide range of internal relationships, both with peers in other functions and business units, and with senior stakeholders
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## Desirable

- Consultancy or advisory background, and prolonged exposure to corporate environments
  - Experience working in both UK and continental Europe (working language is English)
  - Working within real estate, property, investment or related industries
  - Line management experience of individuals or small teams
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## Special Job Requirements

This is a full-time role, and we welcome applicants wishing to work either four or five days per week.

This role will be based in either our London office or one of our other offices (e.g. Paris or Düsseldorf), with an expectation of normally working in the office 3 days/week, but sometimes up to 4-5 days. Travel to other SEGRO offices is expected, about once a month. If the successful candidate is based in a non-London office, they will be expected to work from London 3-4 days per month.

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Date of completion: \_\_\_\_\_

At SEGRO we want all of our people to be able to reach their full potential and thrive and we are committed to creating an inclusive environment for all employees, where everyone can be themselves, have access to fulfilling careers and opportunities, and feel supported.