

It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

**Job Description for the post of:**

## **Customer Experience Manager EHA2005-0321-R**

**Reporting to:** Head of Operations

**Accountable to:** Director of Facilities Management

### **The Post**

To lead upon all aspects of customer experience, communication, insight and engagement on behalf of FM which ensures a professional, aligned and customer centric approach to our services.

This role will be responsible for defining and driving the FM customer experience strategy including maintaining oversight of service standards and consistency across FM. This role will also work with FM Service Area Managers to ensure excellent quality services are maintained throughout the year.

The Customer Experience Manager will drive a culture of continual improvement through the delivery of an effective quality assurance and monitoring framework whilst maximising opportunities for external accreditation, ensuring we are utilizing all good practice and networking opportunities, to continually improve.

### **FM Vision**

*“Our **FM vision** is to be recognised as contributing to an outstanding campus experience that drives the attraction, recruitment and retention of our students and wider Edge Hill Community”.*

**Our FM Values:** All that we do is underpinned by our values. Our values are embedded in our words and actions, our decision making and our performance.

1. We will **Embrace challenge and seize opportunity**
2. We will **Expect and celebrate creativity and excellence**
3. We will **Act responsibly and with integrity**
4. We will **Show determination, resilience, ambition and adaptability**
5. We will **work together to deliver our Vision**

## **Duties and Responsibilities**

1. Lead on defining the customer experience offer within FM, ensure all areas within FM are aligned to this offer, driving for improvement and reflecting upon customer feedback alongside effective communication and engagement frameworks which will support and drive our strategy aims.
2. Lead the creation, delivery and monitoring of professional customer feedback channels including insight, website content, digital platforms and social media to ensure effective, professional two-way communication with our students and stakeholders.
3. Devise and develop customer profiling and insight programmes enabling us to tailor and target our services to students needs and aspirations whilst monitoring satisfaction with those services.
4. Create, lead and deliver a comprehensive Communications and Engagement plan for FM including Accommodation, Catering, Events and Sports to promote the FM Brand and ensure activities are aligned, well informed and delivering upon the agreed student experience.
5. Lead on the creation of clear business led service level standards which support the overall Key Performance Indicators within every service area and feed into key customer experience investment decisions through accurate data capture and reporting to the Senior Management Team within FM (SMT).
6. Prepare the appropriate budget submissions, manage existing budget, and track and report on expenditure to the agreed schedule, to ensure and demonstrate financial responsibility.
7. Lead, motivate and develop the Customer Experience Team to deliver proactive customer centric, multi-channel front line customer service which manages in/outbound contacts. Act as Customer Communication, Insight and Engagement Champion on behalf of Facilities Management, both internally and externally to FM including attending the Institutional Student Experience Sub Committee as required.
8. Lead the FM in house post & print team responsible for ensuring an effective post & parcel service good across the Institution. Lead the team to produce in-house large-scale printing to support on site projects and student communications whilst providing an effective front of house offer to our students.
9. Manage FM customer engagement across the institution by establishing positive relationships with Deans, Directors & Heads of Department to understand and address stakeholder needs and ensure a seamless approach to student CRM. Represent FM at key University forums and lead relevant and customer led FM Service Development Forums to deliver projects which improve services.

10. Responsible for analysing customer service performance, identifying trends and themes, service failures, taking proactive action including devising and delivering customer focussed training and developing case studies to highlight how we learn and improve.

**In addition to the above all Edge Hill University staff are required to:**

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate learning and development activities as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers

**Expected outcomes**

Clear ownership of all customer elements of the FM Strategic plan including preparing accurate, data led reports for SMT which include recommendations on investment and setting direction of travel for the service to ensure achievement of the plan.

Development of a suite of customer feedback and engagement information which is analysed, interpreted and shared to ensure continual improvement and performance monitoring across all service areas .

Engage and influence across all areas of FM. Ensure that key stakeholders are informed and understand the customer aims of the strategic plan.

Support individual areas to align and agree individual but consistent service standards which will drive and deliver the FM strategic plan

Create a comprehensive communications & engagement plan which ensures key FM activities are planned and shared in advance whilst also being aligned with the strategic plan

Develop a comprehensive FM customer insight monitoring and feedback framework which supports ongoing improvement and supports attainment of key performance indicators.

Work across FM to support and enable Service Area Managers to develop customer engagement practices which support delivery of the FM strategic plan and ensures continual improvement.

Clear, value led leadership of the Customer Experience Team including development, support and performance management, ensuring the team are high performing and reflecting the agreed behaviours of the Department.

Lead in the development of critical insight gathering methodologies which will provide a good overview of all activities within FM and give customers every opportunity to be heard and to shape services.

**Salary:**            Grade 9, Points 36-39  
                         £40,322 - £45,361 per annum

**Hours:**            36.25 hours per week

**Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.**

## PERSON SPECIFICATION

### Customer Experience Manager EHA2005-0321-R

#### CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
<b>Qualifications</b>				
1	Educated to degree level or equivalent	*		A
2	Educated to a higher degree level or Masters in a business context		*	A
3	NVQ Customer Service or equivalent		*	A
4	Evidence of relevant and recent continued professional development	*		A
<b>Experience and Knowledge</b>				
5	Demonstrable experience of working as a customer service led professional and delivering comprehensive front line support to multiple customer groups.	*		S/I
6	Extensive team management and leadership experience including setting strategy and improving performance	*		S/I
7	Demonstrable experience of working with the Microsoft Office suite – including Word, Excel, PowerPoint and Outlook		*	I/T
8	Demonstrable experience of collating and formatting reports and documents to a professional/high standard ensuring accuracy and consistency	*		S/T
9	Experience of working with a comprehensive CRM/CAFM system including interrogation of reports, understanding of performance and dissemination of information.	*		S/I/P
10	Experience of creating and delivering successful and inclusive engagement & insight strategies which deliver an improved customer experience	*		S/P
11	Experience of delivering effective change and building and leading a great team	*		S/I
<b>Personal Qualities</b>				
12	Able to maintain strict confidentiality at all times	*		S/I

13	Well organised, adaptable and pro-active. Able to prioritise and plan effectively and flexibly to meet deadlines.	*		S/I
14	Excellent negotiating and influencing skills	*		S/I
15	Excellent customer service and problem-solving skills	*		I
16	Excellent verbal and written communication skills	*		A/I/P
17	Able to develop and maintain professional customer relationships and demonstrate a high level of emotional intelligence and empathy for others	*		I/P
18	Act as an ambassador for the service and be passionate about our contribution to the customer experience	*		S/I

**\*Method of Assessment**

**(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)**

Please note that applications will be assessed against the Person Specification using this criteria.