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|  | Job Description |  |

BASIC DETAILS

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| Job Title:  Location:  Responsible To:  Reporting Structure: | Customer Engagement Business Partner  Leeds  Customer Engagement Manager  See organisation chart |

**MAIN PURPOSE**

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| The Customer Engagement Business Partner has key responsibility to nurture, develop and maintain inclusive relationships with our customers, and customer panels, collaborating with colleagues to make sure customer experiences are used to inform and improve services, so that everyone receives a high-quality service, are kept well informed, and has a relationship with the organisation that is based on trust and mutual respect.  You will deliver inclusive engagement models, co-design initiatives, and champion insight-led service improvements across various channels using information and data to ensure our engagement activities include the communities we serve.  The Customer Engagement Business Partner also works in local communities with our Neighbourhood, Assets and Social Value colleagues to involve customers where they live and to deliver place-based customer engagement strategies. |

Specific Accountabilities and Performance Standards

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|  | Key Accountabilities | Minimum Performance Standards |
| 1 | Enables all customers to engage with the organisation and influence how services and improvements are provided and delivered to consistently high standards | * Nurtures, develops and maintains good relationships with customers to support hearing their experiences and enabling them to influence the organisation * Delivers inclusive engagement models and co design initiatives to enable customers involvement in service delivery and design through a variety of channels * Attends local meetings as required to represent the Association * Gathers and uses customer feedback to influence and shape service delivery * Closes the ‘feedback loop’, ensuring customers recognise that their input and feedback is valued |
| 2 | Co-regulation and Customer Scrutiny | * Coordinates and develops the delivery of customer scrutiny activity within the Association’s agreed programme ensuring all customers have a voice * Engages with colleagues in other teams to ensure appropriate levels of support for scrutiny work from relevant teams * Provides administrative support to customer scrutiny activity * Produces reports on co-regulation and scrutiny activity as required for Leadership Team and Board |
| 3 | Equality, Diversity & Inclusion (EDI) in Customer Experience: | * Ensure inclusive and accessible involvement opportunities to create safe spaces to increase customer voice and generate meaningful insight into our customers' diverse lived experiences and needs. * Promote and conduct Equality Impact Assessments (EQIAs) on customer involvement activities and policies. * Promote best practices in diversity monitoring, inclusive communication, and engagement with marginalised groups to uncover customer hidden voices and look for new ways to increase the diversity of involved customers. |
| 4 | Supporting and facilitating customer panels | * Develops, coordinates, and reviews the work of any customer panels, ensuring good two-way communication with members using appropriate and cost-effective methods * Works with Customer Panel members to identify individual development needs and sources training, coaching and other forms of support * Collaborates with colleagues across the organisation to recruit and retain panel members * Provides guidance and administrative support to Customer Panels or groups to ensure effective operation * Coordinates colleagues reporting to Customer Panels * Supports the Customer Engagement Manager to develop and deliver an activity plan for the Customer Panel liaising with managers across the business to ensure communication and consultation on key activities is identified and scheduled. |

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|  | **Key Accountabilities** | **Minimum Performance Standards** |
| 5 | Customer Engagement, awareness and training | * Contributes to the development and implementation of strategy and policy in relation to customer involvement and engagement * Develops, maintains and coordinates a range of engagement mechanisms appropriate to the delivery of the agreed programme of insight and engagement work, including the customer panels, scrutiny bodies and ad hoc groups using face to face, online and social media * Works with the Communications Manager to publicise and market customer engagement opportunities and outcomes * Design multichannel campaigns, promotional material, and advertisements to raise awareness of customer influence issues and activities across all levels of the organisation and in our communities. * Assist with learning and development by delivering training for colleagues and customers on customer influence and engagement topics, ensuring they understand expectations relevant to their role. |
| 6 | Collaborates with colleagues to maximise the performance of assets and ensure tenancy and neighbourhood sustainability | * Demonstrates a consistent level of commercial awareness and a commitment to the principles of Value for Money * Uses data and professional curiosity to identify and act on potential problems before they become serious, to avoid unnecessary costs * Works with Area Team colleagues to seek maximum Value for Money, focussing on the performance of the Association’s assets over the long term * Manages delegated budgets effectively, identifying and explaining variances at an early stage |
|  | **Key Accountabilities** | **Minimum Performance Standards** |
| 7 | To contribute to the effective running of the Customer Service and Asset Teams and to participate in a culture of continuous improvement. | * Works with colleagues to support and encourage high levels of performance * Makes recommendations for change to improve the quality, efficiency and effectiveness of services * Participates in service reviews and other service development activity and works to implement recommendations * Contributes to policy formulation * Completes allocated project work as required * Provides regular reports on own performance, identifying and investigating opportunities for improvement * Takes an active role in own personal and professional development, evidencing learning and improvement |
| 8 | Corporate Role | * To consistently meet the organisation’s strengths in your day-to-day work * To work within the organisation’s Health and Safety policies and procedures taking personal responsibility for your own wellbeing * To work within the VfM policy and consider wider business sense in all aspects of your role * Provide and maintain excellent standards of customer care in accordance with the organisation’s Customer Service and Equality and Diversity policies * To work within the culture and values of the organisation and promote the reputation of Leeds Federated at external events and meetings * To be responsible for your own learning and development, participate actively in identified training and engage with the performance management system * Communicate effectively and work productively with all colleagues * Work within the Risk Management Framework Policy ensuring that you are aware of, and support the operation of internal controls relevant to your area of responsibility |

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| No job description can be entirely comprehensive, and the job holder will be expected to carry out such other duties as may be required from time to time and are broadly consistent with the job description and status of the post within the organisation. | |
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Leeds Federated Housing Association

Person Specification

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| Customer Engagement Officer | | | |
| Attributes | **Description** | **ESSENTIAL** | **DESIRABLE** |
| Knowledge and Experience | Experience of working in a customer service role, meeting the requirements of a diverse range of customers | **** |  |
| Proven expertise in customer influence, including engagement strategies, co-design models, and customer-led scrutiny initiatives, with a track record of effectively supporting customers. | **** |  |
| Experience of working gathering customers views using inclusive participatory approaches | **** |  |
| Experience of carrying out administrative tasks to a high level of accuracy and quality | **** |  |
| Experience of building relationships across departments and external organisations to embed customer influence. | **** |  |
| Understanding of asset-based approach to community development |  | **** |
| Understanding of EDI best practices and the ability to ensure customer involvement is diverse and accessible. | **** |  |
| Experience in collecting, analysing, and reporting on data, and in using customer insight to inform engagement, policies, and service delivery | **** |  |
| Experience using digital engagement platforms to enhance communications and increase customer participation. |  | **** |
| Understanding of the principles of Value for Money | **** |  |
| Good knowledge of computerised systems | **** |  |
| Skills and Abilities | Able to meet individual and job specific targets set by line manager | **** |  |
| Able to build and maintain positive working relationships with customers and colleagues | **** |  |
| Able to facilitate groups and chair small meetings | **** |  |
| Good administrative skills and ability to support panels and groups | **** |  |
| Excellent verbal and written skills and the ability to communicate concisely and effectively. | **** |  |
| Able to demonstrate being highly organised, good planning skills and the ability to work to deadlines with minimum of supervision | **** |  |
| Able to work flexibly as required to meet the requirements of the role | **** |  |
| GCSE or equivalent level of education | **** |  |
| Qualifications | Degree in social sciences, community development, behavioural sciences or marketing |  | **** |
| Holder of a valid driving licence (where identified as a specific requirement) | **** |  |
| Other | Has a vehicle available for business use (where identified as a specific requirement) | **** |  |
| Able to travel and work from various locations as required | **** |  |
| Must be able to attend meetings outside working hours on a monthly and quarterly basis where required | **** |  |