

**Role Profile**

**The purpose of this document is to give a high-level description of the role, to enable you to have a reasonable understanding of what are the main activities and objectives. In addition, the person specification indicates the skills and experience that you will need to be successful in this role.**

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| **Job Title:** | Customer Engagement Co-ordinator |
| **Directorate:** | Customer | **Department:** | Customer Experience |
| **Reports to:** | Head of Customer Experience |
| **Line management responsibility:** | None |
| **Budgetary responsibility:** | None  |
| **Prepared by:**  | Customer Director |
| **Date:**  | January 2025 |

**Overall team / department purpose:**

The Customer Directorate is committed to delivering high-quality front-line housing services. We take a proactive approach, always putting customers at the centre of our work. By collaborating with our customers and community partners as well as continuously seeking improvements in how we work, we aim to be recognised by our customers as a trusted and reliable landlord.

**Overall role purpose:**

The Customer Engagement Co-ordinator is responsible for organising and facilitating resident engagement activities, such as regular meetings, events and surveys and keeping in touch with our involved customers. This role will work with our customers to ensure that their voices are heard and that all colleagues across Brighter Places can engage proactively with our customers.

**EDI Accountabilities:**

* Actively take accountability to make sure all Colleagues and customers feel included. Challenge your decisions – “am I being inclusive”
* Challenge poor behaviour of others and promote best practice.
* Participate and support in the implementation of the EDI strategy and improvement programmes.
* Listen to, value, and respond to the views and ideas of others and appreciate differences in cultures, backgrounds, needs, and choices. Ensure you treat all people equitably, taking into consideration difference, and with dignity and respect.

**Key working relationships:**

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| **Who?**  | **How?**  |
| Internally  |
| Line manager  | Keep fully informed and escalate as appropriate.Obtain support and guidance. |
| Other teams across Brighter Places | Promote opportunities to engage with customers to colleaguesCreate opportunities for colleagues to engage with customers. |
| Externally |
| Our customers | Engage with customers to invite them engagement events and support formal engagement opportunities.Act as the main point of contact for involved customers and support them to engage with colleagues across the business. |
| Contractors and Service Providers | Coordinate with external service providers to ensure customers can engage with them and share customer feedback with them which will help them improve their service. |

**Key role responsibilities:**

* **Service Delivery:**
* Under the direction of the Head of Customer Engagement, plan, organise, and administer customer engagement events, such as the Resident Engagement Panel, surveys, community meetings, focus groups and workshops.
* Coordinate logistics including venue booking, catering, and promotional materials.
* Ensure events are inclusive and accessible to all residents.
* Work with colleagues to ensure all engagement activity has a clear business purpose and that there is a business lead overseeing the event.
* Support business leads to collect customer feedback and summarise this information use this information to provide summary and insight reports.
* Maintain the Customer Engagement Sharepoint pages, promoting engagement opportunities to colleagues.
* Promote and champion customer engagement by attending meetings, events and consultations when appropriate and as required (including evening and weekend work when necessary).
* Work with colleagues to design and distribute surveys to gather customer feedback on all key aspects of the services we provide.
* Analyse survey results and identify key trends and areas for improvement.
* Communicate findings to colleagues so that they can use this information to improve services and keep track of the changes they make as a result.
* Work with the Communications Team to promote engagement opportunities through various communication channels, including newsletters, social media, and community noticeboards.
* Foster positive relationships with residents to encourage active participation.
* Act as a point of contact for residents, addressing their queries and concerns related to engagement activities.
* Produce a holistic overview of what customers are experiencing using insight from a variety of sources, such as systems, customer feedback, colleague feedback, social media and quality assurance checks. Use this to act on current trends and improve the end-to-end experience.
* **Customer Engagement:**
* Create a high standard of service, ensuring customers feel heard and respected.
* Foster a culture of empathy and responsiveness within the team.
* Support resident involvement and community development events and consultations.
* **Compliance and Reporting:**
* Ensure compliance with all relevant regulations and organisational policies.
* Audit and ensure accurate records of all customer information.
* Support the preparation of reports detailing the team’s performance.
* **Data Management and Protection:**
* Ensure all data is managed in compliance with data protection regulations, including GDPR.
* Regularly review and audit data entries to ensure accuracy and completeness.
* Implement and maintain data protection measures to safeguard customer information.
* **Continuous Improvement:**
* Work with colleagues to track improvements to service which are implemented in response to customer enquiries.
* Participate in training and development activities.

**Responsibilities for us all:**

* Work with all our colleagues, customers and stakeholders in a collaborative and supportive way that reflects our Values.
* Demonstrate a commitment to value for money and high-quality customer service in all that we do.
* Be an ambassador for the organisation, representing Brighter Places in a positive manner and creating a positive impression with all internal colleagues and all external customers and stakeholders.
* Contribute to Brighter Places being a diverse and inclusive organisation.
* Act at all times within laid down guidance and requirements in our Rules, Policies, Procedures, Standing Orders and Financial Regulations, the Code of Conduct and Colleague Handbook.
* Participate in learning and development activities that develop personal effectiveness and assist in improving performance in the role and in your team.
* Be flexible to change within the organisation when necessary and provide assistance, if required. Undertaking any other duties as may reasonably be required in line with the level of responsibility of the post and in order to meet the changing needs of the organisation.

**No role profile can be entirely comprehensive, and the post holder will be expected to carry out such activities that are required and are broadly consistent with the above role profile. Role profiles are subject to continuous review and will be updated on an ongoing basis subject to management discretion. Significant changes to the role will be discussed with job holders.**

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| **Values and Behaviours** |
| **We are human** | We listen to people’s stories so they never feel like a cog in the machine. We keep our minds open and always take time to empathise and understand the needs of our communities, anyone who works with us and anyone who asks us for help. We treat people with respect and honesty. We collaborate with other organisations to achieve our goals and we trust each other. |
| **We bring it** | We think big. We work hard to achieve our goals and we’re always ready for the next challenge. We bring everything we’ve got to everything we do – so we can build the best communities possible. |
| **We speak truth** | We trust each other and we’re honest. Our working community is blame free and supportive. This means we can make mistakes, own them, and learn from them without fear. We are open with the people we serve and we keep the conversation going. |
| **We belong** | We believe in diversity, equity, dignity and the freedom to be. Whoever you are, wherever you’re from and whatever your life story, you have a place in our communities. You are valued and you belong. |

**Person Specification**

|  | **Essential** | **Desirable** |
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| **Education & qualifications** | * Educated to GCSE standard or equivalent.
 | * Relevant qualification in customer service, housing management or a related field
* Any administration related qualification
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| **Experience, knowledge & understanding** | * Knowledge and experience of working in a customer focused environment
* Proficient in providing administrative services to a high standard
 | * Experience of processing data in written and numerical format
* A good knowledge of current best practice in customer engagement
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| **Skills & abilities** | * Excellent communication and interpersonal skills with a variety of audiences
* Highly organised
* Excellent IT skills and ability to use the main Microsoft Office packages
* Ability to work in a team as well as on own initiative
* Ability to prioritise work and deliver to tight deadlines
 | * Experience of working in the social housing sector or similar
* Ability to produce posters, leaflets, surveys, using Canva, MS Publisher, Microsoft Forms or similar
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| **Personal characteristics** | * Empathetic
* Patient
* Can do attitude
* Keen eye for detail
* Motivated to deliver for our customers
* Discrete and maintains confidentiality and handles sensitive information with care
 | * Collaborative and creates a supportive work environment
* Proactive and self-motivated, with a continuous improvement mindset
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| **Other** | * A flexible approach to working hours to support resident engagement or community development events.
* Ability to travel independently to attend customer events. Pool cars are available.
 | * UK Driving Licence.
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