

## SOUTHMEAD DEVELOPMENT TRUST

### Job Description

**Post:** Customer Experience Manager

**Job Purpose:** To lead the front of house team at the Southmead Development Trust to ensure that we offer exceptional customer service and that sales, utilisation rates and pathways to community services and support are maximised.

**Responsible to:** Operations Manager

**Salary:** £28,290 - £30,731

**Hours:** 37 hours a week, variety of days from Monday – Sunday, various shifts. Flexibility to work part-time hours if requested.



### Roles and Responsibilities:

- To increase utilization rates across all Trust spaces and sites for community and business use (training rooms, meeting rooms, indoor and outdoor event spaces), targeting sales towards areas of capacity to maximize occupancy (including to grow usage during evenings and weekends).
- To manage, lead and develop the front of house team to provide exceptional service to make sure all visitors and customers feel welcomed, valued and looked after, as well as being able to understand our values and mission.
- To look after the reception area at the Greenway Centre, making sure it is well presented and welcoming.
- To coordinate the events programme and events schedule across the Trust sites (including our arts programme and partnerships), supporting colleagues, partners, customers, and the community and volunteers to run events and continually diversify use of our spaces.
- To work with managers across the Trust to ensure that the front of house team can support, refer to and sell all our offers and services including the Gym, employment and training support, and family activities.
- To work with colleagues to develop the community of tenants and customers on site, including coordinating networking events for small business/community enterprise.

- To lead on the development and day to day management of a new flexible work space within the Greenway Centre.
- To bring all our spaces and services into one flexible offer to cross sell to existing customers. To convert leads into sales through face to face, email, social media and telephone marketing.
- To work with the Fitness Manager to increase fitness memberships and class attendance
- To be an expert on the internal customer experience software and support colleagues to use it effectively and increase our online sales opportunities.
- To be responsible for management of the customer database, ensuring the system is being used to maximum effectiveness and data is accurate for analysing and reporting performance and that membership management actions are taken by the team.
- Work with the Communications and Marketing Team Leader to produce compelling, effective and targeted marketing material and campaigns for our trading areas.
- Work with colleagues in finance and operations to set the sales strategy for our spaces and gym, including reviewing pricing and re-purposing spaces as required.
- Build positive, strong professional and personable relationships with all individual customers and organisations to identify opportunities that contribute to the social impact, customer satisfaction and financial income goals of each organisation.
- Work in collaboration with all teams to meet organisation goals and targets, supporting others across the organisation to improve customer service skills through training or marketing materials.
- Conduct tours of the gym and all rentable spaces at all Southmead Development Trust sites.
- Support the Facilities Team and Fitness Team with operational and technical issues including supporting freelancers and visitors with equipment.

#### General Duties:

- To comply with all Southmead Development Trust's policies and procedures.
- To represent Southmead Development Trust's values at all times.
- To maintain a professional attitude and conduct at all times.
- Any other duties as and when required.
- Have a Flexible approach to working which will include evenings and weekends.

## Person Specification

Post Title: Customer Experience Manager			
	ESSENTIAL	DESIRABLE	EVIDENCE
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>• Management, Business or Communications qualification</li> <li>• Microsoft qualification</li> </ul>	Application Form
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience in a sales/customer service role</li> <li>• Working to financial and customer satisfaction targets</li> <li>• Qualifying leads and converting into business</li> <li>• Experience in line management</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with CRM (Customer Relationship Management) systems</li> </ul>	Application Form Interview
<b>Specific Skills/ Knowledge</b>	<ul style="list-style-type: none"> <li>• Leading a team to increase sales</li> <li>• Working across teams to achieve sales goals</li> <li>• Excellent organisational and prioritisation skills to coordinate and manage a large amount of information</li> <li>• Strong interpersonal, relationship and communication skills to connect with a wide range of people in Southmead, as well as external stakeholders as a representative of the Southmead Development Trust</li> <li>• Team-working skills; able to work in a flexible, collaborative and supportive manner</li> <li>• Forecasting sales and producing and presenting reports on sales, membership and occupancy</li> <li>• Excellent IT skills, with demonstrable ability to pick up new systems and applications with ease and confidence in word processing, spreadsheets, publisher, outlook</li> <li>• Producing sales and marketing materials to support customer experience and deliver targets</li> </ul>	<ul style="list-style-type: none"> <li>• Every contact count training</li> </ul>	Interview

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<b>Attitude</b>	<ul style="list-style-type: none"> <li>• Genuine interest, enjoyment and commitment in achieving customer satisfaction</li> <li>• Genuine passion, empathy and desire to improve the wellbeing of residents and their access to information</li> <li>• Ability to stay calm and positive under pressure, problem solve and make quick decisions</li> <li>• A willingness to undertake any other duties that contribute to achieve the organisational strategic goals</li> <li>• Willingness and ability to work outside normal office hours and across multiple sites</li> <li>• Passionate about sustainable community businesses and commitment to the charitable objectives and values of Southmead Development Trust</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Southmead or a similar area and the issues facing local residents</li> <li>• Understanding of the principles of community development</li> </ul>	Application Form Interview