



SOUTH LANARKSHIRE
Leisure & Culture

Customer Engagement Officer Job Profile

Service: Business Development	Grade Scale: Grade 3 Level 2
Reports to: Programming Manager	

Purpose of Job

Reporting directly to the Programming Manager, you will be responsible for developing and implementing strategies aimed at enhancing user satisfaction and creating a positive customer journey. Acting as the primary point of contact for customer enquiries, feedback, and complaints this role will gather valuable insights regarding their needs and preferences, ensuring that this feedback informs business strategy and management decision making. This includes effectively communicating and promoting the organisation to boost participation and engagement. The role is focused on driving customer satisfaction and ensuring that customers feel valued and connected to the organisation.

Key tasks and responsibilities

Responsibilities

As the Customer Engagement Officer, this individual will be responsible for developing and implementing strategies to engage and retain customers. It will require working closely with various internal teams to enhance the overall customer experience and drive customer loyalty. This role will develop and implement customer engagement strategies, create and execute innovative strategies to engage with customers, enhance their experience, and build long-term relationships. This includes planning and executing customer engagement events, programmes, and initiatives and customer communication and feedback management.

This role will serve as a primary point of contact for customer inquiries, feedback, and complaints.

Reports:

- Membership Officer
- Bookings Officers

Key Tasks:

- Lead on interaction processes with existing customer base to help ensure retention
- Enhance customer experience through interaction with the SLLC App and digital communication
- Oversee membership and booking teams
- Engage with customers through survey and consultation processes
- Ensure marketing and communications initiatives are understood and implemented by front of house staff
- Collate relevant sales data to help inform business strategy and management decision-making

Person Specification		
CRITERIA	ESSENTIAL	DESIRABLE
Education, Qualification and Training	<ul style="list-style-type: none"> • Industry experience in a customer focussed environment 	<ul style="list-style-type: none"> • Educated to degree level or equivalent in a relevant discipline or equivalent relevant experience approach and strong customer focus. • Experience of working with a diverse range of colleagues within a large and complex organisation. • Experience of reporting to senior management
Skills, knowledge, experience	<ul style="list-style-type: none"> • Track record in a customer focussed environment. • Ability to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail. • You will have a demonstrable track record of success in a corporate environment, ideally across a range of relevant activities, delivering within a customer-facing environment. • Track record of working with multidisciplinary teams. • You will have strong interpersonal and motivational skills; an ability to clearly convey complex ideas, working collaboratively across a range of services and teams. • You should be able to demonstrate a track record of exemplary compliance in relevant areas. • Excellent IT skills, including components of Microsoft Office software, with good 	

	working knowledge of using key databases	
Personal Qualities	<ul style="list-style-type: none"> • Demonstrating fresh and innovative thinking coupled with an effective approach to problem solving. • Good communicator and team player able to build networks both internally and externally; experience of managing relationships and expectations of multiple partners. • Ability to build trust and maintain relationships with internal and external stakeholders. 	
Other	<ul style="list-style-type: none"> • Be Positive “can do” attitude and willingness to support others where needed. • Ability to multi-task and work in a focused and fast-paced environment. 	

Safer Recruitment Checks
As part of our approach to good practice and safer recruitment we carry out a number of pre-employment checks.
<ul style="list-style-type: none"> • Asylum and Immigration right to work in the UK • Reference check: external candidates require 2 references, one of which must be your from present or most recent employer: Internal candidates require 1 reference from current line manager. • Candidate Disclosure Check, where applicable

Behaviour Framework
The Behaviour Framework is a set of core behaviours that defines how employees approach work to enable the delivery of key tasks for the role. The expected behaviours for this role are:
Own It – what can you do
<ul style="list-style-type: none"> • Are motivated to deliver the best possible services possible. • Aim to get things right first time and commit to continuous improvement. • Demonstrate fairness, inclusivity, valuing diversity and equality. • Ensure compliance with external/internal regulations and that you and others are responsible and accountable. • Take ownership of decisions and consider the wider implications for you, the team, and the organisation.

- See a job through to completion.
- Be accountable for outcomes good or bad.

Be a great team - what can you do

- Work together with colleagues and customers and take time to build effective working relationships.
- Celebrate team success and create a positive team spirit.
- Share skills and knowledge, encourage and support other in applying their ideas to working practices - helping others to help themselves.
- Encourage working together for the benefit of customers.
- Works alongside internal and external colleagues to meet common objectives.
- Actively and respectfully listens to people in order to understand them and their views.
- Contributes appropriately to team and other meetings and discussions.
- Respects diversity and promotes equality of opportunity when working with colleagues and members of the public.

Do the right thing – what can you do

- Display a positive attitude.
- Are enthusiastic in your approach to tasks.
- Lead by example through sharing your knowledge and skills with others.
- Provide support to your colleagues and team.
- Is aware of and adheres to professional codes of practice and the code of conduct and understand how these impact on employment.

Be Positive - what you can do

- Are punctual and friendly and demonstrate a positive professional attitude.
- Take pride in your own work and that of your team members.
- Understand who your customers are and why they matter.
- Are willing to go the extra mile for our customer and act upon their feedback.
- Are hospitable and make customers feel good.
- Are willing to go the extra mile for our customer.
- Put the customer first in all that you do.