



Role Profile

The Role			
Role Title:	Customer Engagement Manager	Reporting to (job):	Head of Supporter Care
Legacy job titles covered by this role profile:	Supporter Services Manager	Jobs that typically report into this role:	Customer Service Administrator
Function / Org Unit	Supporter Care / Customer Engagement / Income Generation	Job Number:(<i>to be assigned by Reward</i>)	CDIGSS1
Base and travel	Hybrid - Southwater HQ and Home\ Ability to undertake travel to various locations for site visits including some overnight stays.	Band (<i>to be assigned by Reward</i>)	LC
Role Dimensions			
Number of direct reports	4	Manager/Individual Contributor:	Manager
Number of dotted line reports	0	Budget (Operating/Capital)	50K
Total No of Reporting Staff (include all direct and indirect reports)	4	Decision Making Authority & Responsibility for Resources	Postholder will be involved in the development of the customer engagement strategy, the resourcing of the team supporting to ensure the departments needs are met. Postholder will input into the delivery of the customer journey strategy and influence the customer experience delivery.
Working Environment	DSE User Office / Home based		

Role Purpose	<p>To lead and develop the customer services team in harnessing and using the skills and experience necessary to deliver appropriate and effective customer service to all customers within the Society and internal customers.</p> <p>To own / build and monitor the team budget, ensuring cost effective service provision and value for money.</p> <p>Take responsibility and ownership for the Supporter Services strategic plan and development of the annual operational plan, setting and monitoring achievements against team and individual performance objectives</p> <p>Be the customer champion and advocate for customer focus, building and fostering of effective relationships through timely engagement with other teams within the Society. Consolidate the customer journey and other associated functions as a cohesive “customer services team” which acts as an exemplar for customer service for the Society ensuring customer requirements are identified and embedded into every aspect of the Society’s strategy.</p> <p>Develop and implement mechanisms and channels for the collection of the customer journey feedback at every opportunity and contribute to the use of this information to improve the customer journey.</p> <p>Lead on the use of telephony data and information including reporting from relevant systems to establish customer service as a primary activity of the Society and be the professional lead on customer service to drive improvements to service planning, design and delivery and to the overall performance of the RSPCA.</p> <p>Be responsible for the development and delivery of consistent high levels of service within the Supporter Service team in harnessing and using the skills and experience necessary to deliver appropriate and effective customer services to all customers within the Society, by promoting innovation, efficiency and customer focus in service delivery. Identify and implement improvements to the RSPCA’s provision of customer service.</p> <p>Work closely with 3rd party agencies to ensure there is a joined up and professional approach to the RSPCA’s fundraising strategy. Review complaint patterns and with root cause resolution ensuring measures are put in place to reduce the ongoing issues.</p> <p>Maintain a clear understanding of best practice in customer relations, developing good working relationships with peers in other charities, monitoring external development and ensuring that the customer strategy at RSPCA adapts to change as needed</p>
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Principal Accountabilities	<p>Ownership of all customer Services MI (management information) including Calls / Complaints and Membership team data and insight to report back to the Society on customer touch points and queries, looking at peak trends and spikes to ensure resource and multi-functional staff are resourced to manage customer requests.</p> <p>Recruit, manage (directly /indirectly), motivate, train and coach staff within the department to nurture an environment to achieve excellence in customer care.</p> <p>Work collaboratively with other parts of the RSPCA including Fundraising / Branches and Advice departments to ensure we are all working in harmony of the overall RSPCA strategy and customer experience.</p> <p>Be responsible for, and ensure that regular appraisals, personal development reviews, one to one and team meetings are carried out which add value to both the effectiveness of the team and the individuals.</p>
Key Interfaces	<p>Management of multiple internal and external stakeholders; Working with stakeholders to support fundraising and awareness campaigns, managing customer contact streams inbound and outbound. Manage workload & stakeholder expectations.</p> <p>Providing guidance and support to all levels of the Society</p> <p>Being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.</p> <p>The postholder must apply innovative thinking, research, analysis and judgement to resolve situations. Introduce change controls to improve customer experience; channel advice to guide different teams to achieve their results in a timely manner, with a clear set up process and regular communications.</p>
The Person	
Personal Attributes and Key Competencies	<p>Excellent demonstrable decision making, problem-solving and planning skills.</p>

	<p>Good overall IT skills in particular working knowledge of Excel and Google packages</p> <p>Highly numerate with the ability to guide others in budget management.</p> <p>Excellent communication skills and ability to engage with staff at all levels.</p> <p>Ability to prioritise own workload effectively to ensure deadlines are met.</p> <p>Ability to handle confidential information appropriately.</p> <p>Persuasive and effective manager.</p> <p>Attention to detail with strong organisational skills.</p>
Essential Key Skills, Qualifications & Experience	<p>Experience of change management / restructure within a customer service environment or similar.</p> <p>Experience of telephony supported services.</p> <p>Previous experience of leading / line managing multi-functional teams.</p> <p>Experience of negotiation and complaint resolution.</p> <p>Knowledge of customer service strategy development and change management.</p> <p>Demonstrates a good understanding of the UK's current data protection legislation.</p> <p>Experience in HR / personnel practice – (interview skills / capability / disciplinary training) – managing high performance through people.</p> <p>A track record of developing and implementing continuous improvement in service delivery and improved outcomes in customer services.</p> <p>Effective financial planning and budget management skills.</p>

Desirable Key Skills Qualification & Experience	<p>Experience of working within the charity sector.</p> <p>Experience of managing an operational function with a significant customer facing aspect, ideally in a large organisation with a large customer base.</p> <p>Experience of self service portals and/or web based customer response channels (webchat)</p> <p>Proven ability to work effectively with Senior Managers to develop and implement campaigns and initiatives.</p> <p>IT Skills – Ability to fully utilise standard Microsoft Office products.</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p>

	<p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
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Approved by (HR):	Luan Moorshead	Role: HRBP	Date: 20 June 2022
Date Job last evaluated:	June 2022		