**Job title:** Customer Experience Executive

**Accountable to:** Senior Customer Experience Manager

**Location:** Colchester/Hybrid Working

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Our Values**

## Fulfilling Lives is our core purpose

## Every one of us makes a difference is the belief that drives us

## Caring, Passionate and Teamwork are the values that underpin everything we do

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Job Summary

The Customer Experience Executive (CEE) is responsible for supporting the Senior Customer Experience Manager (SCEM) in driving both the Voice of Customer and Customer Experience programmes across the business. The role will primarily be focused on day-to-day delivery of elements of the customer satisfaction surveys and mystery shop programmes but will also support with market insight and ad hoc research projects to help better understand our customer and ultimately improve customer satisfaction.

### Key Responsibilities

* Delivery (with SCEM support) of the bi-annual relative satisfaction survey and annual resident satisfaction survey, including associated reporting and action-planning
* Project management of all Voice of Customer communication collateral to 150 care homes (including posters, letter templates and the like)
* Act as an ambassador on the importance of customer satisfaction in building our business to help drive operational involvement in all CX initiatives
* Logistical support for delivery of a rolling mystery shop programme across our premium portfolio, working with sales colleagues to cascade insight and drive improvement
* Support in the rollout of brand standards across the organisation, particularly in relation to our core pillar of Customer Satisfaction
* Contribute to the ongoing understanding of customer behaviour, particularly as it relates to our premium, self-pay driven portfolio of homes
* Support operational teams on customer feedback issues and improvement planning
* Work closely with marketing colleagues on data requests and customer testimonials
* Support SCEM with data analysis for adhoc projects, using primary and secondary sources as appropriate
* Provide monthly reporting on corporate and competitor intelligence and market trends

### Role requirements:

The ideal candidate for this role will have:

* Strong analytical and numeracy skills, an interest in data interrogation and an ability to turn data into actionable insight
* Strong written and verbal communications skills
* Experience in market research/analytics or marketing activities reliant on customer insight
* An eagerness to learn and develop
* Excellent sense of initiative and problem solving
* Experience in managing challenging workloads

**Safeguarding of Vulnerable Adults / Mental Capacity Act**

To complete training on Safeguarding of Vulnerable Adults and the Mental Capacity Act and be able to understand and implement SVA and MHA policies and procedures taking responsibility for reporting any safeguarding concerns to the senior person on duty or on-call RD

### Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation.  This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

|  |
| --- |
| **Name of postholder** |
| **Signature** |
| **Date** |

##### Person specification

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * Graduate | * CIM and/or MRS Qualification |
| Technical Skills | * Excellent analytical and numeracy skills * Good verbal reasoning and written communication skills * Highly competent user of Microsoft Excel and Powerpoint packages * Strong project management capabilities * Understanding of the role and application of customer/market research in commercial organisations | * Experience in creating data-driven presentations * Appreciation or experience of market research techniques * Quantitative data analysis experience |
| Experience | * A minimum of one year’s marketing, market research or CX experience - agency or client-side * Proven track record in successfully delivering multiple projects | * Quantitative market research experience or knowledge a bonus, particularly customer satisfaction or loyalty focused |
| **Personal Qualities** | * An enquiring mind with a keen interest in extracting key insights from various data sources * An interest in customer experience * Eagerness to learn and develop * Excellent sense of initiative and problem solving * Strong organisational skills and ability to work on several projects simultaneously * Flexible, can-do approach * Professional personal presentation * An ability to work individually as well as part of a team | * Confident in developing relationships with internal stakeholders * Enjoy sharing information and insights in a way which encourages action |