

JOB DESCRIPTION

Position: Customer Relations Team Leader

Department: Membership

Band:

Hours: 35 hours per week (full-time)

Location: Tamworth

Reports to: Head of Membership

Overview:

The Institute of Leadership & Management is a professional membership body, here to inspire great leadership, everywhere. We're proud of our long-standing heritage, but our passion to innovate and challenge the norm steers us to the future. Our commitment to delivering leading insight and world-class service to our members drives us forward, but all this is only possible thanks to our people and team spirit.

To help accelerate our ambitions, we've embarked on an exciting growth phase - expanding our team and further extending our reach Internationally. Want in? Join us and be part of the journey!

Job Purpose:

- Sponsor and accelerate the Institutes brand and position in the market-place.
- Promote and support customers using our digital products and services.
- Hands on manager, leading, motivating and inspiring the customer relations team to top performance.
- Create an environment where individuals feel valued and positive contributions are recognised and celebrated.
- Build long and trusting relationships with customers and key stakeholders.
- Introduce dynamic and innovative processes that can flex with changing market needs and trends.
- Proactively seek new challenges and business opportunities to drive customer satisfaction
- Consistently exceed expectations and objectives.
- Drive profitability - generate, qualify and convert new business opportunities.
- Set challenging targets and KPI's – where change is welcome and barriers overcome.
- Embrace collaborative working and efficient delivery of campaigns and key projects.

Role and Responsibilities:

- Supports the Head of Membership, performing management duties in their absence.
- Drives a 'right first time' culture in relation to data accuracy, work quality and adherence to standards, targets and deadlines.
- CRM super user, engaging and advising other team members and departments using the CRM system, providing support and problem solving.
- Hands on manager, managing the team and day-to-day business processes, ensuring the CRM log is maintained and issues efficiently resolved.
- Taking control and ownership for all department administrative processes, ensuring efficient and excellent delivery of service(s) to our customers.
- Regularly improves, automates and streamlines membership-life cycle processes and procedures.
- Monitors and reports on payment and application trends, gathering crucial market data around changes, emerging market trends, customer profiles and behaviours.
- Responsible for the team's productivity and efficiency, assisting them to overcome obstacles, guiding them through difficult or complex problems and resolving escalated complaints or disputes of work.
- Creates an inspiring team environment through efficient and effective team communication, conducting frequent team and one-to-one meetings and regular appraisals, evaluating learning and development needs.
- Defines targets and sets clear objectives (and expectations), updating and informing the team on best practices and new products and identifying areas for training and skills development.
- Sets, manages and monitors KPI's to measure team and department performance.
- An ambassador promoting excellent customer service, meaningful customer interaction(s), responding to customer enquiries, providing up-to-date information and effectively handling customer concerns.
- Promotes the value of membership and the benefits to individual members.
- Retains and engages members by effectively managing the membership lifecycle from; initial enquiry, on-boarding, upgrading and renewal.
- Identifies team projects to enhance the department's processes and performance in support of the Institutes overall business objectives.
- Maximises the conversion of enquiries, leads and opportunities into prospects and introduces measures to reduce and negate lapsed membership.
- Provides quantitative information and feedback by monitoring trends, customer calls, engagement and feedback, member recruitment and retention activities and levels, service level improvements to optimise campaign effectiveness.
- Consistently identifies opportunities to improve customer satisfaction and membership retention through team contribution and activities, systems, processes and customer interaction.
- Proactive and inclusive collaboration with internal and external stakeholders ensuring campaigns are delivered correctly, consistently, within agreed time-scales and cost and that all targets and expectations are met.
- Continuously audits in-house data to maintain and improve quality, identify issues and implement solutions.
- Uses a blend of innovative solutions and methodologies to follow up leads generated through marketing campaigns and other sales-generating activities.
- Maximise conversion levels for new products, services and members retention and upgrades, by pursuing qualified leads and sales opportunities, up and cross-selling to new and existing customers and instigating outbound calling initiatives.

- Increases membership portfolio by proactively seeking new markets and opportunities to promote and extend the Institutes services and products to new and existing sectors and markets.
- Consistently looks for ways to promote the Institutes proposition to new and existing members, customers and business, by building effective relationships, displaying industry and market-place understanding and being able to translate these into compelling business propositions (and solutions) to demonstrate how these can add value.
- Working with the Finance team to ensure timely processing and collection of membership fee payments, subscriptions, cancellations and the Direct Debit payment facility.

Key Skills & Experience:

- Previous experience of working in a customer-centric environment.
- Good understanding and experience of using digital products and services and providing support and guidance to users (internal and external e.g. customers).
- Previous supervisory and line management experience.
- Knowledge of business and basic management principles and co-ordination of people and resources.
- Proactively works alongside the team - able to inspire the trust and respect of the team.
- Strong team player and contributor. Leads by example and proactively engages the team to achieve goals.
- Embraces change and consistently challenges the status quo. Able to stimulate and develop new ideas.
- Experience of setting and delivering individual and team targets and commercial KPI's.
- Knowledge of Microsoft packages (Word, Powerpoint, Excel) Outlook and the internet.
- Detailed knowledge and experience of using CRM systems (MS Dynamics CRM - desirable) to manage/improve processes, drive efficiencies and provide meaningful analysis and reporting.
- Innovative approach to problem solving, considering costs and benefits of potential actions.
- Commercially astute with an appreciation of impact of own actions and decisions on others.
- Excellent verbal and written communication skills.
- Able to effectively pass on clear information to others. Good listening and delegation skills.
- Customer centricity – strong customer focus (internal and external).
- Appreciation of value-add activities to exceed customer and stakeholder expectations in relation to; service delivery, quality, standards and satisfaction.
- Knowledge of principles and methods for identifying, promoting and selling products and services, to include marketing strategy, product demonstration and sales techniques.
- Previous experience of consistently meeting and exceeding lead generation and sales targets.
- Forward planning and development - able to define, set and meet deadlines and targets.
- Excellent organisational and project management skills to ensure projects are delivered within scope, time and budget.
- Takes ownership and responsibility for personal actions / contribution and projects.
- Ability to act on own initiative and work unsupervised.
- Numerate and able to work with and interpret financial data.
- Previous experience of financials, direct debit management and budgeting.
- Holds a full UK/EU Drivers licence.