

JOB DESCRIPTION

Position: Customer Relations Co-Ordinator

Department: Membership

Band:

Hours: 35 hours per week (full-time)

Location: Tamworth

Reports to: Customer Relations Team Leader

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:

- Promote and accelerate the Institutes brand and position in the market-place.
- Build long and trusting relationships with customers and key stakeholders.
- Proactively seek new challenges and business opportunities to drive customer satisfaction.
- Effectively use our on-line digital services and other digital channels, including CRM and website to maintain process and data and ensure excellent service is provided to our customers.
- To proactively contact prospects, customers and members to improve engagement, retention and maximise the sales of our products.
- Consistently exceed expectations and objectives.
- Drive profitability - generate, qualify and convert new business opportunities.
- Support the delivery of 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:

- Actively promotes the Institutes brand, values and ethics.
- Strong understanding of digital products and services, including system functionality.
- High data accuracy, work quality and adherence to standards, targets and deadlines.
- Works as part of a team providing excellent front line support and advice to our customers by telephone, email and other communication channels.
- Confident CRM user, ensuring records are accurately maintained and timely recorded.
- Efficient resolution of any CRM or other departmental processes issues.
- Takes ownership and personal responsibility to ensure product, service, system and digital knowledge is up-to-date and maintained to ensure efficient and excellent delivery of service(s) to our customers.
- Continuously reviews in-house processes and data to ensure quality and compliance is maintained.
- Regularly looks for ways to recommend improvements to automates and streamline processes and procedures.
- Proactively support customers to engage with the Institutes digital products and services.
- Supports internal targets and KPI's e.g. conversion targets from leads for sales/products are met, customer call-back rates, processing accuracy etc..
- Able to confidently and efficiently advise, support and inform our customers (and potential customers) about our products, services.
- An ambassador promoting excellent customer service, meaningful customer interaction(s), responding to customer enquiries, providing up-to-date information and effectively handling customer concerns.
- Manage the efficient processing of customer payments and renewals, including Direct Debit process.
- Proactively participates in following up leads generated through marketing campaigns, outbound call activities and other sales-generating activities and actively seeks opportunities to maximise opportunities to covert enquiries and leads into sales prospects, up and cross-selling services and products to new and existing customers.
- 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.
- Consistently looks for opportunities to improve customer satisfaction and membership retention.
- Works with internal and external stakeholders to ensure campaigns are delivered correctly, consistently, within agreed time-scales and cost and that all targets and expectations are met.
- Able to convey information and feedback to key stakeholders received from customer calls and feedback.

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 internal and external (e.g. customers) users.
- Strong team player and contributor.
- Embraces change and consistently challenges the status quo.
- Knowledge of Microsoft packages (Word, Powerpoint, Excel) Outlook and the internet.
- In-depth knowledge and experience of using CRM systems (MS Dynamics CRM - desirable) to manage/improve processes, drive efficiencies and provide meaningful analysis and reporting.
- Excellent verbal and written communication skills.
- Able to effectively pass on clear information to others. Good listening 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.
- Previous experience of working with and exceeding lead generation and sales targets.
- Strong organisational skills and able to plan and prioritise work to ensure deadlines and targets at met.
- 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 data and reports.
- Previous experience of financials, direct debit management and budgeting (desirable).
- Full UK/EU Drivers licence (desirable).