



## Job Description

<b>Job Title</b>	Customer Experience Officer
<b>Department</b>	Marketing
<b>Reporting to:</b>	Customer Experience Team Leader
<b>Post reference:</b>	N/A
<b>Main Purpose of the role</b>	
<p>The Customer Experience Officer is responsible for ensuring the delivery of a first-class customer experience to all stakeholders. The Customer Experience Officer role covers reception where they will continually develop and improve the experience for customers, providing professional and high-quality customer service with a focus on high quality information, advice and guidance, events management, GDPR compliance and management of part-time enrolments in a timely manner.</p>	
<b>Key Tasks / responsibilities:</b>	
<ul style="list-style-type: none"> <li>• First point of contact to all visitors into the college, managing the signing in process to ensure GDPR compliance.</li> <li>• To provide high quality and impartial information, advice and guidance to learners regarding provision with an aim to maximise enrolments and learner satisfaction.</li> <li>• Manage &amp; advise external customers regarding events &amp; room bookings for external staff contributing to the annual income target.</li> <li>• Manage and process enrolments for part-time courses contributing to hitting the annual income adult target.</li> <li>• Maintain a broad knowledge of the College and the courses available to learners, responding appropriately to requests, messages and enquiries within 48 hours.</li> <li>• Management of the switchboard service in order to provide an efficient and informative service to callers, directing queries to the relevant areas of the college via telephone, email or Microsoft TEAMS.</li> <li>• Manage and organise all external post / deliveries for the college sites, including keeping up to date with all the postal methods and regulations, to ensure the College postal budget is not exceeded.</li> <li>• Support the safeguarding of all College stakeholders, undertaking regular ID checks of SGS learners and supporting the Duty Manager in emergency situations.</li> <li>• First point of contact for taking details of complaints, supporting the initial resolution of the issue(s) raised and ensure it is passed onto the relevant staff member/team if unable to help ourselves.</li> </ul>	

- Manage the collection of learner income in relation to course fees, including tuition, materials, exam fees, academy membership fees, trips and ID card replacements. Signposting them to the college’s payment portal or Money Management Service when required.
- Invoicing of student’s fees when payment is coming from an external source such as an employer or sponsor who needs to send fees directly ensuring we communicate and comply with financial regulations.
- Initial point of contact for parking administration including answering queries, registering ad hoc incoming visitors coming into the college, pre-registering, producing signs and managing visitor parking, plus being the first point of contact for parking complaints.
- Managing & keeping up to date with the Parent Portal, Password Reset programs and various other college systems to help assist learners & parents with queries when issues arise.
- To support the Marketing team by representing the department at college open events attending the minimum of a least one event.
- To support the college with helping at busy times of year in producing and sending out students joining instructions and large mail shots when necessary.
- To be available to work flexible shift patterns (within the hours of 8am – 7pm) across all SGS College sites, having one site as your core base.
- To actively promote equality and diversity in all aspects of work.
- To take responsibility for your own work and professional development relating to the role and participate in relevant internal and external training and activities when required.
- To implement the College’s health and safety policies and practices, including Safeguarding, KCSIE and Prevent.
- To carry out the above duties within the requirements of GDPR.
- To carry out the above duties in a confidential and sensitive manner.
- To undertake such other duties commensurate with the grade of the post as may reasonably be require – including extra hours as required by the department at key peak periods of the academic year, including start of the academic year and to help provide extra cover for Reception at the commencement of part-time courses.

#### Role Dimensions

- No direct line reports.

#### Key Interfaces

The post holder will have frequent contact with all stakeholders of SGS College including:

- College Executive and Directorate
- SLT
- Heads of Faculty
- Learning Area Managers
- Employers
- Contractors
- Ad-hoc contact with external bodies i.e. Compass, Skills Funding Agencies, College Auditors
- Students at all levels including those who may have learning difficulties and/or disabilities or for whom English may not be their first language

<b>Supporting College Goals and Values – all roles</b>	
<p>In addition to the particular requirements and characteristics of individual roles, all people employed by SGS College are expected to actively support the achievement of the College’s goals and, at all times, both internally and externally, to behave in a manner consistent with the College’s mission and values.</p> <p>This means:</p> <ul style="list-style-type: none"> <li>• Performing your role and delivering your service in a way that helps the College achieve its strategic objectives and annual development and improvement plans - taking account of available resources and national developments.</li> <li>• Promoting the image of the College as one that is committed to the highest standards of delivery and service.</li> <li>• Sharing the College’s commitment to safeguarding and prioritising the welfare of children, young people and vulnerable adults and demonstrating it in your day to day work.</li> <li>• Sharing and prioritising the effective implementation of the College’s Equality and Diversity Policy.</li> <li>• Promoting and implementing best practice in Health and Safety.</li> </ul>	
<b>Measurable Performance Standards for this role</b>	
<ul style="list-style-type: none"> <li>• To ensure that all information requests are actioned within 48 hours of receipt</li> <li>• External Customer Satisfaction results</li> <li>• Internal Customer Satisfaction results</li> <li>• Events income being achieved</li> <li>• Adult funding income being achieved</li> <li>• Post budget being met</li> </ul>	
<b>Level of Disclosure and Barring (DBS) disclosure required</b>	
Enhanced with child barred list	
<b>Author and Date</b>	
Tony Draper – February 2024	
<b>Job Description Review (for HR Completion)</b>	
<b>Status:</b>	Approved
<b>Date Approved:</b>	14/02/2024

As the needs of the College change, so the above job profile, duties and location of the role within the College may be adjusted accordingly.

Where an employee indicates a disability, every effort will be made to make reasonable adjustments. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

## Person Specification

### Customer Experience Officer



Criteria	Essential	Desirable	Assessed by
<b>Qualifications and attainments</b>			
NVQ Level 3 or above in Customer Service or equivalent	✓		Application form
Level 2 qualification or above in Information, Advice Guidance	✓		Application form
IT qualification(s)		✓	Application form
HND or equivalent in relevant subject area		✓	Application form
<b>Experience and knowledge</b>			
Experience or equivalent of working in a busy customer focused organisation	✓		Application form
Demonstrate proven ability to solve problems and provide workable solutions	✓		Application form
IT Literate (especially proficient in the use of Excel and Word)	✓		Application form
Ability to prioritise and work under pressure	✓		Application form
Excellent interpersonal and communication skills	✓		Application form
Knowledge of safeguarding, especially within an educational setting	✓		Application form
Knowledge of College's student record system (ProSolution)		✓	Application form
Knowledge of GDPR		✓	Application form

Criteria	Essential	Desirable	Assessed by
Providing information, advice and guidance to a cross section of people		✓	
<b>Essential College attributes</b>			
<b>Initiative:</b> Demonstrating the willingness and ability to use initiative – whether that means deciding on necessary action and following it through - or suggesting ways to work in a better way.	✓		Application form/ interview
<b>Influencing skills:</b> The ability to persuade others.	✓		Application form/ interview
<b>Interpersonal Skills:</b> The ability to communicate and interact with other people in a way that promotes cooperative relationships.	✓		Application form/ interview
<b>Teamwork:</b> The willingness and ability to collaborate and work closely with colleagues in a mutually supportive manner.	✓		Application form/ interview
<b>Circumstances of role (if applicable)</b>			
Ability to meet particular conditions of the role e.g. unsocial hours or travelling between campuses	✓		