

# Yorkshire Housing Role Profile

<b>Job title:</b>	Customer Engagement Manager	<b>Leader of others:</b>	Yes
<b>Reports to:</b>	Director of Places & Customer Engagement	<b>Contract type:</b>	Agile
<b>Business area:</b>	Place	<b>Car allowance:</b>	Yes
<b>Budget holder:</b>	Yes	<b>DBS required:</b>	Yes

## Job purpose

The Customer Engagement Manager will lead and inspire the Customer Engagement Team to deliver an effective, purposeful and inclusive customer engagement approach.

Overseeing customer engagement operations, ensuring the voice of the customer is loud and clear within the organisation and plays a significant part in shaping and improving the design and delivery of current and future services.

Responsible for developing and maintaining strong relationships with customers, colleagues and other stakeholders to ensure high levels of customer satisfaction and engagement across YH.

Responsible for the implementation of the Yorkshire Housing Customer Engagement approach to enhance the overall customer experience and meeting the requirements on consumer standards around engagement.

## Key responsibilities

### Customer Relationship Management:

- Develop and maintain positive and purposeful relationships with customers and stakeholders making sure inclusion is embedded within the teams approach.
- Attending regular customer committee and board meetings to support the effectiveness of the customer voice and feedback.
- Implement innovative approaches to enhance customer engagement relationships across YH. Overseeing the delivery of regular tenant satisfaction surveys, focus groups, events and feedback sessions.

### Engagement Strategies:

- Develop and implement customer engagement strategies to enhance tenant satisfaction and the YH customer experience.
- Ensuring the engagement team amplify the voice of the customer internally, responsible for promoting and sharing mechanisms for feedback, identifying trends, areas for improvement and recommending solutions across YH.
- Helping operations teams to receive and utilise feedback from customer groups, lessons learned data, root cause analysis and insights to drive strategic decision-making and prioritise initiatives that have the greatest impact on customer satisfaction and wider TSM's.
- Oversee the organisation of community events and initiatives in collaboration with other areas of the business to help foster a sense of community and place among customers.
- Utilise digital platforms and social media to engage with our customers, partners and other stakeholders and provide feedback and updates.
- Drive the YH approach to customer voice, ensuring that it's embedded in all areas of the business and is integral to all decision making and policy development.

**Performance Monitoring:**

- Track and analyse key performance indicators (KPIs) related to customer engagement.
- Prepare and present regular reports on customer satisfaction and engagement metrics.
- Identify areas for improvement, implementing corrective actions, sharing any insights and lessons learnt.
- Working collaboratively with operations colleagues; sharing knowledge to help design services which pre-empt customer's future requirements.

**Leadership:**

- Lead, mentor and inspire the YH customer engagement team to deliver exceptional service and exceed customer expectations. Provide ongoing coaching, and performance feedback to empower team members to excel in their roles and achieve individual and team goals.
- Empower colleagues to find the best solutions and drive a culture of innovation, flexibility and service excellence.
- Strive to continuously improve the effectiveness of the customer engagement service in delivering a great customer experience and value for money.
- Provide coaching and encourage development opportunities to enhance team performance.
- Foster a positive, inclusive and collaborative team environment.

**What you'll bring to the role****The main things:**

- Excellent leadership and management skills with ability to motivate and coach team colleagues to achieve shared goals, empowering them to deliver excellent performance and service outcomes for customers.
- Proactive and results orientated with proven experience of leading the delivery of engagement strategies for direct customers.
- A Level 4 Certificate in Housing regulated by Ofqual or equivalent or be willing to work towards
- Proven experience of carrying out, commissioning and project managing customer research projects.
- An strong understanding of Diversity and Inclusion and how this is applied through our service to customers and colleagues.
- Excellent communication and interpersonal skills. Able to actively listen and communicate confidently, effectively and empathetically with people, with the ability to explain complex information simply without diluting the meaning.
- Confident in presenting information to groups, both in person and via digital platforms in an engaging way.
- Strong influencing and negotiation skills, able to provide challenge appropriately with strong problem-solving and conflict resolution abilities.
- Up to date knowledge and understanding of the Regulatory Framework as laid out by the Regulator of Social Housing, housing legislation and consumer standards.
- Comprehensive IT skills able to use a range of software packages. Analytical, methodical, and able to work effectively with large volumes of information and complex data including graphs/charts.
- Able to produce insightful business reports for Directors or the Executive team as required.
- Able to use customer relationship management (CRM) software effectively.
- Strong organisational skills, adaptable to a changing and varied workload with the ability to work under pressure, manage conflicting priorities and deliver to agreed timescales.
- Experience and ability to manage budgets effectively.
- Eagerness to develop own skills and adaptable to change.
- Personal values and approach that align with YH's values.
- Ability to work flexibly in line with Hub, Home and Roam principles. Sometimes attending meetings and events during evenings as required.
- Full UK driving license valid for the UK and access to a car for business purposes.

<b>It would be a bonus if you have:</b>	
<ul style="list-style-type: none"> <li>• A professional coaching and/or management qualification.</li> <li>• Experience of writing reports for senior leadership teams/governing boards.</li> </ul>	
<b>Our values:</b>	
<p>Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.</p> <p><b>Create trust</b> • Do the right thing, not the easy thing • Be honest and open • Do what you say.  <b>Be curious</b> • Think differently • Ask questions • Keep learning.  <b>Make it happen</b> • Own it • Do it • Be empowered.  <b>Achieve impact</b> • Do things that matter • Deliver results • Show pride and passion.  <b>Have fun</b> • Enjoy work • Be yourself • Stay connected.</p> <p>We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.</p>	

<b>Date Role Profile last reviewed:</b>	September 2024
---	----------------