



## Job Description

<b>Job Title:</b>	<b>Head of Customer Engagement</b>
<b>Reports to:</b>	Director of Creative Development and Delivery
<b>Job Level:</b>	FC10
<b>Responsible For:</b>	Press and Communications Officer Customer Service Coordinator Marketing Officers
<b>Job Purpose:</b>	<p>The Head of Customer Engagement will ensure the perspective of the customer is at the forefront of our thinking throughout OnFife from leadership to the front line.</p> <p>The post will set the strategic direction for Marketing, Customer Experience Evaluation and PR &amp; Communications for OnFife and be a member of the Senior Management Team.</p>
<b>Key Tasks &amp; Responsibilities:</b>	<p><u>Strategic Leadership</u></p> <ul style="list-style-type: none"><li>• Contributing fully as part of the management team to the development and delivery of OnFife's strategic business plan.</li><li>• Developing and leading the Customer Engagement Strategy, designed to maximise opportunities for positive audience engagement across OnFife's services, venues and programmes and events.</li><li>• Ensuring customer insight is used to improve our service provision and customer experience throughout our business.</li><li>• Ensuring audience development has a strategic approach and is based on data analysis.</li><li>• Managing the delivery of an effective customer loyalty and CRM approach for OnFife.</li><li>• Developing OnFife's Digital Communications Strategy.</li><li>• Identifying opportunities to improve and enhance our marketing and communications strategies.</li><li>• Providing regular updates &amp; quarterly reports on customer engagement, sales, content, marketing and communications</li></ul>

activities and results/outcomes to the Management Team and Board.

### Leadership and Team Management

- Leading the Customer Engagement Team, enabling them to deliver effective strategies and campaigns to support the growth of audiences, usage, profile and income.
- Managing and developing departmental staff; engendering and encouraging a positive, team-focused approach to efficient operation of the department.
- Providing support and direction to staff, including conducting regular appraisals, one-to-one meetings and identifying training needs
- Leading Tactical Teams in customer experience, marketing, digital and communication; engendering and encouraging, positive and collaborative approach to customer engagement.
- Managing the Marketing & Research Budget.

### Customer Insight & Data

- Creating and managing opportunities for customers to influence service delivery and provide views on current and future services.
- Leading on customer insight, ensuring OnFife have an accurate and current picture of existing and potential audiences, using all appropriate tools and techniques.
- Understanding the customer journey across channels and venues to identify any issues and/or opportunities within the current customer experience.
- Leading on the collation, analysis and application of customer data and the development of a targeted CRM approach, ensuring compliance with Data Protection via OnFife's Data Protection Officer.

### Marketing and Communications

- Leading OnFife's brand development.
- Leading the development and ongoing management of the OnFife website and social media platforms.

- Leading the management of all external contractors associated with the fulfilment of the Customer Engagement function.
- Ensuring that Customer Engagement activities are carried out on time and within budget.
- Supporting the PR & Communications Manager in developing internal and external communication strategies and implementing improvements and innovations.
- Support the Campaign & Strategy Manager in developing a sales and results focused marketing and sales team.
- Analysing data to inform strategic planning and innovation.
- Developing our customer experience evaluation, including customer feedback and social listening tools.
- Working collaboratively with all service leads to ensure customer needs and audience are fully understood and considered at all stages of service provision, from initial development to roll out of products/services and to set audience development targets.
- Supporting the Customer Experience officer in the development of a customer care & experience improvement programme with the Operations and HR Teams.

#### Working Conditions:

This post will be based at Iona House, HQ in Kirkcaldy.

#### **Flexible working**

You are required to work at any OnFife place of work within Fife as reasonably required by OnFife.

Flexibility is required and access to transport is necessary, as there will be travel throughout the region.

Weekend and evening work form a necessary part of the working Weekend week, for which time off in lieu is negotiable.

#### Other Duties:

The post holder may be required to perform duties, appropriate to the level of the post, other than those given in this job profile.

The particular duties and responsibilities attached to a job may vary from time to time without changing the overall purpose of the job and would not therefore justify reconsidering the grade for the job. Such variations would be reflected in an updated job profile.

# Person Specification

## Head of Customer Engagement

Attributes	Essential	Desirable	Assessment
Experience	<p>Considerable professional experience operating at a senior advisory level</p> <p>Significant previous and current marketing experience including brand management and project management of large-scale website developments</p> <p>Experience of developing and delivering strategy</p> <p>Experience of delivering results and managing projects and programmes to improve performance</p> <p>Experience of reporting to, and working with, elected members, CEOs and head of department levels and external partner organisations</p> <p>Experience of working within or a well-developed understanding of the culture sector in Scotland</p> <p>Experience in managing external creative agencies</p> <p>Experience of developing external and internal communication strategies</p> <p>Experience of commissioning and applying customer research and insight</p> <p>Experience of delivering successful Customer Relationship Management Strategies</p>	<p>Experience in delivering successful audience development projects in the cultural sector</p> <p>Operational management experience within a service delivery organisation of scale</p> <p>Experience of customer service</p> <p>Experience of working within relevant service areas – theatres, libraries, museums and/or heritage.</p> <p>Box office or sales experience</p>	<p>Application</p> <p>CV</p> <p>Interview</p>

	Experience in analysing customer profiling, sales, and performance data in order to develop both strategic direction and marketing campaigns		
<b>Education, Qualifications &amp; Training</b>	Educated to SCQF level 10 (i.e., Honours Degree or equivalent) in a relevant discipline or substantial professional experience in a senior marketing post	Leadership qualification	Application CV Interview
<b>Skills, Abilities &amp; Knowledge</b>	<p>In-depth knowledge of current marketing and audience development practice and wider digital and traditional communications techniques</p> <p>Resilience and proven flexibility /adaptability in the face of significant and complex change</p> <p>Ability to think strategically and to innovate</p> <p>Ability to work positively and effectively with others</p> <p>Leadership, teambuilding, and coaching skills</p> <p>Proven budget management experience</p> <p>Senior management experience</p> <p>Ability to inspire and motivate employees, to set clear direction and to manage and develop performance</p> <p>Strong and proven project management ability</p> <p>Demonstrate commitment to understanding and meeting the</p>	<p>Has a positive and flexible attitude to the requirements of the post and the need for out-of-hours working where necessary</p> <p>Experience of using CMS packages such as Drupal and WordPress</p> <p>Engaging and fruitful user of social media</p>	Application CV Interview

	<p>needs of customers and the desire to deliver</p> <p>Capacity to provide creative solutions to complex issues</p> <p>Ability to work effectively under pressure</p> <p>High standards of personal and professional integrity</p> <p>Current knowledge of digital marketing analytics and strategies</p> <p>Evidence of continuing professional development relevant to this post</p>		
<p><b>Interpersonal &amp; Communication Skills</b></p>	<p>Excellent communication skills, both written and oral</p> <p>Negotiation skills and ability to communicate effectively at all levels</p> <p>Good networking skills/networker</p>		<p>Application CV Interview References</p>