

Job Description - Customer Relations Assistant (PB6B)

Job summary

The Customer Relations Assistant will play an important role within Forestry England's national Customer Relations Team. As Forestry England moves to increase its business efficiency and grow profit margins, putting customers at the heart of what we do is crucial to the success of the future organisation.

The Customer Relations Assistant will be expected to deliver a high level of customer service and professional representation of Forestry England, in relation to event tickets, memberships, advance admission sales and other functions of the Customer Relations Team. Specific duties will include sales, administration and handling of customer enquiries.

Key responsibilities & accountabilities

- provide customer support for event ticketing, admission sales including phone sales, resolving online issues, product information, customer feedback and general enquiries
- provide customer support for membership including phone sales, resolving online issues, product information, customer feedback, renewals, gift purchases, and general enquiries
- handling other enquiries including fundraising and parking, signposting clearly where necessary
- support colleagues on site to handle member enquiries
- maintain expected conversion level for ticket Refund Protection
- provide a high level of service for all customers, including suitable skills to assist those with additional needs/access requests
- monitor and respond to customers via the team email accounts and call system
- handle support cases for customers within the CRM solution
- handle all transactions and customer support in line with policy and procedure, including GDPR, financial payments, direct debits and potential ticket fraud
- administration, such as stock management, database tidying and any other relevant tasks, as required
- support key events at peak time for customer enquiries, this could include on-site
- provide support for other CRM systems used in Forestry England, this will include any new CRM systems procured and implemented
- contribute to effective teamwork, suggesting new ideas and giving feedback on products and ways of working
- the Customer Relations team is a unit of highly capable and skilled sales and fulfilment individuals.
- you will also be at the forefront of our customers service support team dealing with a wide-ranging level of queries via telephone and email

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And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- proven administrative ability and attention to detail
- competent IT user with experience of Microsoft suite of applications (Word, Excel, Teams and Outlook)
- exemplary customer service skills

Desirable professional and technical experience

- knowledge and experience of working within the music industry, events industry, or visitor attractions, in a Ticketing or Membership and Customer Service context
- experience of delivering customer service to a high standard, by phone, email and face to face
- wide experience of using CRM databases and software packages