

## Job Description - Customer Relations Co-ordinator (PB6a)

### Job summary

The Customer Relations Co-ordinator will play an active role, co-ordinating activities 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. Work areas include membership, event ticketing, advance admission sales, fundraising and Customer Relationship Management (CRM).

This is a full-time role for 37 hours per week which will be worked across 5 days from Monday to Sunday each week. The nature of the work includes requirement for regular rota'd weekend, public and privilege holiday and evening working. To accommodate this, a rostered 7-day contract will be issued as standard.

The location of this post is within the Customer Relations Team based in Thetford Business Centre, Thetford, Norfolk, with flexibility for some optional blended working. Please be aware that this role can only be worked in the UK and not overseas. The post responsibilities cover the whole of England and it is expected that the post holder will need to travel occasionally.

### Key responsibilities & accountabilities

- Working alongside Customer Relations colleagues to fulfil new sales requests and incorporate new areas of the business into the functions. Some examples include direct debits, national membership, fundraising for legacies and appeals, and increased supporter development.
- Working with our partners and using the tools within our CRM systems to implement new functionality to improve customer journeys.
- Working with teams across Forestry England, as well as external partners, to provide a high quality, seamless ticketing service to customers. Responsibilities include overseeing ticketing projects, liaising with event organisers to obtaining all required information. Provision of regular sales updates, data management and final event listings to these event organisers.
- Create and set up, on CRM sales system, events and membership products as required. Maintain products on CRM system throughout the sales period ensuring all online information (on CRM and Forestry England website), rules and settings are accurate.
- Support delivery of Direct Debit payments, including submission, failures and cancellations, liaising with relevant parties to resolve, following Bacs guidelines.
- Provide high level support for other CRM systems used in Forestry England. This will include any new CRM systems procured and implemented.
- Co-ordinate own tasks efficiently, ensuring a high level of customer service is delivered. Ensure compliance with policy and procedures, including financial transactions, direct debit and GDPR
- Cover project work of the other Customer Relations Co-ordinators in ticketing and membership, as required either to support peak delivery periods or to cover periods of leave.
- Co-ordinate fundraising delivery and customer service within the team.
- Cover front line customer service delivery answering customer phone calls and emails (primarily delivered by Customer Relations Assistants), as required, either to support peak delivery periods or to cover periods of leave.
- Support the Customer Relations Deputy Manager and Customer Relations Membership Support Manager in delivering training for Customer Relations Assistants and any temporary staff, including preparing info sheets and guidance manuals required. Coach team members, and

feedback to their line manager.

- Assist with any other tasks to support the smooth running of the business unit as directed.

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

The Customer Relations team is a unit of highly capable and skilled sales and fulfilment individuals. You will also be at the forefront of Forestry England's evolving CRM developments.

The post will report to the Customer Relations Membership Support 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).
- Experience of working with CRM database software and Sales Force
- Exemplary customer service skills including experience of handling complaints

### Desirable professional and technical experience

- Knowledge and experience of working within the music industry, events industry or visitor attractions, in both Ticketing and Customer Service context.
- Experience of using specialist Ticketing, Membership, or Fundraising CRM software and implementing new functionalities within these systems
- Experience in Direct Debit management and Bacs processes.
- Experience of supervising and training team members in a customer service role

## Qualifications

### Essential

- Professional experience gained in a related role

### Desirable

- Full UK driving license

