

## **Job Description**

### **Head of Customer Services**

**Responsible to:** Deputy CEO

**Brief overview of the role:** to lead the development and delivery of an outstanding customer experience across all Age UK West Sussex, Brighton & Hove (AUKWSBH) services, ensuring every interaction is responsive, inclusive and high-quality. The role will champion a customer-first culture, using insight and data to continuously improve services for older people and our communities.

#### **Main duties:**

##### **Customer Experience and Engagement**

- Lead and oversee all customer pathways, ensuring a seamless and positive experience.
- Champion a customer-first culture, embedding best practices across the organisation.
- Work cross-departmentally to ensure joined-up, consistent, high quality and responsive customer service.
- To ensure we signpost and refer customers to all potential services which may be of benefit to them, internal and external.
- Train and support teams to deliver outstanding customer experiences at every touchpoint and to achieve high customer satisfaction levels.
- Develop meaningful service user led consultation and feedback mechanisms, including from carers.
- Drive membership growth across localities, increasing engagement and participation.
- Develop and implement a robust Customer Charter to set clear service expectations.

##### **Data, Insights and Impact**

- Ensure effective data collection, analysis, and insight generation to inform decision-making.
- Own and lead on customer feedback, managing compliments and complaints to drive improvements.
- Own impact reporting and the outcomes framework, demonstrating service effectiveness.
- Monitor service quality and key performance indicators (KPIs) to drive continuous improvement.
- To deliver customer services to ensure we meet or exceed contract targets and quality measures as detailed within SLAs and Service Specifications.

##### **Accessibility and Service Delivery**

- Ensure accessibility and inclusivity in all customer service provisions.
- Review and embed digital and phone-based service solutions while maintaining personal, face-to-face support.
- To oversee our Information & Advice team.

##### **Risk, Compliance and Continuous Improvement**

- Proactively identify and resolve customer needs, enhancing satisfaction and engagement.
- Oversee risk and compliance related to customer interactions and safeguarding.

- Ensure consent and GDPR, and best practice is always adhered to.
- To oversee the retention of quality marks, for example the Quality Advice Standard (QAS) for advice services.

## **Partnerships and External Relations**

Build strong relationships with external partners and stakeholders to enhance service reach and quality.

### **People Management:**

- To manage, supervise and motivate staff and volunteers - establishing a culture of open communication, support and teamwork.
- Ensure mandatory staff training is updated, and skills are developed as required by the organisation's business needs.
- To ensure both staff and volunteers within services are fully aware of Safeguarding and Health & Safety reporting protocols and that all alerts are made in a timely manner.
- Undertake regular one to ones and team meetings.
- Plan for and carry out workforce recruitment in partnership with the People department as and when required.
- Embedding a culture of coaching and collaboration across the organisation.
- Co-ordinating internal teams for smooth, timely, effective and efficient service delivery.

### **Financial management:**

- Monitor financial performance against budgets – compile statistical data and prepare reports for stakeholders as required.
- Paying staff and volunteer expenses in a timely manner.
- Payment of invoices.

### **Governance**

- To attend relevant and mandatory training as required.
- To comply with all organisational policies and procedures and legislation including Health & Safety, Safeguarding and GDPR.
- To undertake any other duties appropriate within the role as may reasonably be required

## **Equality, diversity and inclusion**

AUKWSBH is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

### **Scope of job description**

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

## Person Specification – Head of Customer Services

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Proven experience of leading customer service functions in a complex, multi-service organisation.	x	
Sound experience of developing and embedding a customer-first culture across teams.	x	
Experience of managing and improving customer pathways and journeys.	x	
Demonstrable success in handling customer feedback, including complaints and compliments, to drive service improvements.	x	
Strong experience working cross-departmentally and collaboratively with internal and external partners.	x	
Experience and knowledge of 'Information & Advice' for older people.		x
Proven experience of developing and using Customer Charters and service standards.	x	
Demonstrable experience of using data and customer insight to shape service delivery. Adept in recording and demonstrating impact and change.	x	
Experience in accessibility and inclusive service design, particularly for older people or vulnerable groups.	x	
Track record of managing risk, compliance and safeguarding concerns in relation to customer services.	x	
Experience in digital and face-to-face customer service delivery.	x	
Experience of line managing staff and/or volunteers with a focus on training, coaching and continuous improvement.	x	
Experience of design and of customer service training.	x	
<b>Knowledge/qualifications</b>		
An understanding of and interest in older people, their situations and the opportunities they may want and/or need.	x	
<b>Skills</b>		
Excellent communication and leadership skills: - ability to manage and motivate people towards achieving defined outcomes - engaging and effective in driving progress - adept at presentations, facilitation and training	x	
Excellent communication skills, verbal and written. The ability to communicate well with diverse individuals and in a team environment.	x	
Excellent computer skills including using main Microsoft packages, data analytics tools, Microsoft Teams, CRM and AI.	x	
A 'can do' positive and professional attitude that can flex and adapt to change and challenges.	x	
<b>Other requirements</b>	x	
Demonstrable commitment to AUKWSBHs vision, mission and values.	x	
A commitment to all aspects of sustainability so as to deliver effective and focused services that also minimise environmental impact.	x	
Ability to travel on occasion to different locations including other AUKWSBH sites.	x	
This is an essential car users post. Proof of appropriate insurance cover, including business use, will be requested.	x	
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity.	x	