

Job Description for Customer Engagement Officer — Maternity Cover

Department: Commercial

Reporting to: Head of Income Generation

Hours of work: 0.8 FTE (Potential for 0.6 FTE)

Location: Remote

Salary: £33,200 (0.8 FTE £26,560)

The Charity

Think back to your school days - to that one teacher who inspired you and helped you become the person you are today. Imagine if that teacher had been so stressed with work pressures, that they left the profession for good. This is a growing reality for those in education today — with 34% of teachers planning to leave in the next few years due to stress and workload.

At Education Support, we are there for everyone working in education. Established 140 years ago as a benevolent fund for teachers, we understand the pressures of working in education today. Through our free helpline, grants, counselling, guidance, professional and organisational development services, we work with hundreds of organisations and thousands of staff across the sector. The impact can be lifesaving, and more teachers, lecturers and support staff turn to us for help each year.

"Education Support was a real lifeline. They understand the pressures that teachers are under, and their lives, and make it more human," John, a secondary school teacher.

We have ambitious plans for the future, as we grow to meet the needs of an ever-changing education sector. We are focused on our vision of everyone working in education feeling respected, supported, resilient and committed.

Now we are looking for a business development representative who is passionate about helping us find new customers, and as a result, more teachers and education staff that we can support.

Join us and make a real difference

Who are you?

You believe that a company's success depends on its customers' success. You are passionate about cultivating and maintaining strong relationships with new and existing customers as their primary point of contact, and you have the interpersonal and strategic planning skills to back it up.

You have a proven track record of successful account management. Due to your focus on delivering value to clients with every interaction, they perceive you as a trusted advisor and advocate. You can quickly and efficiently resolve customer problems using a mix of empathy,

critical thinking, and practical advice, and working collaboratively across internal departments you will deliver value to our clients with each interaction.

You will manage our renewals process and drive incremental revenue where possible. You will also aid the Charity in our quest for continual improvement by analysing our processes and helping us to shape our customer engagement strategy

Job Purpose

Our Customer Engagement Officer represents the main point of contact for our 1,500 EAP customers, responsible for ensuring they are happy, feel supported and ultimately continue to renew their contracts. The Customer Engagement Officer works closely with our Account Development Managers, Service Delivery Team and Marketing Officer to ensure high levels of customer satisfaction and corresponding high levels of customer renewals.

Duties and responsibilities

- Build relationships with clients to increase adoption and satisfaction
- Nurture account retention by proactively engaging with clients using a multi-channel approach
- Using agreed account risk framework, manage accounts according to their risk status, and where necessary execute the high-risk account management procedure
- Using key metrics and client interactions provide early identification of potential client issues and address
- Manage and resolve client issues through collaboration with internal teams
- Document all client interactions in Salesforce
- Share insights, experiences, and lessons learned with your team
- Coordinate provision of all necessary printed materials to customers and manage ongoing stocks of materials
- Be responsible for sending of termly and ad-hoc usage reports
- Managing customer facing email inboxes

Person specification

- 1-2 years' experience of customer account management role.
- A team player who is open to growth and professional/personal development
- Strong interpersonal skills with the ability to support and negotiate with customers
- Strong organisation, prioritisation, and time management skills
- Highly motivated and self-directed, with a strong record of success
- Resilient, with a positive outlook and unwavering drive to succeed
- Knowledge of the education market desirable.
- Experience of using a CRM system, ideally Salesforce.