

## Role Profile

<b>Role:</b>	<b>Digital Customer Engagement Officer</b>
<b>Directorate:</b>	Customer Engagement
<b>Salary Band:</b>	6
<b>Post reference:</b>	CCS69
<b>Job Evaluation Date:</b>	02.05.2019
<b>Role statement of purpose:</b>	To proactively and reactively engage with customers across multiple digital channels.
<b>Reports to:</b>	Customer Casework Manager

	<b>Key Role Outputs(KROs)</b> <i>these set out what must be achieved for the post holder to be successful in the role</i>	<b>Key Actions</b> <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Complaints/queries received on digital channels reviewed, triaged and escalated.	<ul style="list-style-type: none"> <li>Review and respond to online complaints/queries across multiple digital channels in a timely manner.</li> <li>Triage complaints/queries and refer to the relevant team for action where necessary.</li> <li>Engage in conversations with customers across multiple digital channels.</li> <li>Use social listening to identify complaints/queries which TfGM is not directly tagged in, and respond or engage in conversations where appropriate.</li> <li>Use the appropriate tone and language when communicating with customers on different platforms.</li> </ul>
2.	Support the reputation and crisis management process.	<ul style="list-style-type: none"> <li>Use social listening to help to identify any developing crises.</li> <li>Provide support in the wider team by assisting colleagues, for example in the event of major disruption on the transport network.</li> <li>Deliver short notice service disruption updates to customers as required.</li> <li>Work with colleagues in the Customer Information team to create and publish content to improve the customer experience.</li> <li>Work in conjunction with TfGM's Dynamic</li> </ul>

		Working principles.
3.	Customer information proactively issued through engagement with internal and external stakeholders	<ul style="list-style-type: none"> <li>• Build and maintain effective relationships by meeting on a monthly basis etc with departments across the organisation to promote information sharing and to obtain accurate information.</li> <li>• Build and maintain effective relationships with external stakeholders by communicating with them regularly about new developments (for example, Highways England's social media team) and to promote information sharing and to obtain accurate information.</li> <li>• Collaborate with stakeholders through regular departmental meetings to understand their goals and requirements.</li> </ul>
4.	Digital channels are effectively monitored, managed and updated.	<ul style="list-style-type: none"> <li>• Work with colleagues in the Digital team to ensure changes and alterations to the website are carried out in good time using accurate information.</li> <li>• Create and publish engaging and informative digital content using content management tools.</li> <li>• Deliver reactive short notice service disruption updates as required to the necessary stakeholders.</li> </ul>
5.	Response targets are achieved.	<ul style="list-style-type: none"> <li>• Ensure that all information is requested and retrieved in timely manner to allow action dates to be met in line with departmental Key Performance Indicators (KPIs).</li> </ul>
6.	Management Reports produced.	<ul style="list-style-type: none"> <li>• Ensure all fields and actions on the contact management system are kept up-to-date and accurate. This is to include all aspects of investigations and the results of the root cause analysis</li> <li>• Use the social media reporting system (i.e. BrandWatch) to produce reports on customer-focused digital activity.</li> <li>• Use social listening to understand what people are saying about transport / TfGM / the Mayor online and produce reports as required.</li> <li>• Monitor TfGM (and associated website)</li> </ul>

		<p>visitor/usage details and produce reports.</p> <ul style="list-style-type: none"> <li>Identify areas for improvement and implement improvements.</li> </ul>
7.	TfGM's use of multiple digital channels maintained and developed for effective communication.	<ul style="list-style-type: none"> <li>Maintain awareness of key trends and developments in digital customer engagement by attending workshops, subscribing to key online material as required.</li> <li>Suggest ways of improving TfGM's use of digital channels to your manager and implement changes where appropriate.</li> <li>Build expertise in the various digital channels for customer engagement including Chatbot, WhatsApp, Twitter and Facebook Messenger by attending relevant workshops and seminars as required.</li> <li>Have an in-depth understanding of how the various channels work, their functions, abilities and any restrictions.</li> <li>Maintain a relationship with the various platform suppliers (Hootsuite/Messenger People/BrandWatch) in order to obtain information, arrange training as required and tackle any technical issues.</li> <li>Continue to review and update knowledge of organisational policy, intellectual property rights and data protection legislation.</li> </ul>
<b>Compulsory Outputs (COs)</b> <i>these set out what must be achieved for the post holder to be successful in the role</i>		<b>Key Actions</b> <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all applicable organisational legislation and policy:	<ul style="list-style-type: none"> <li>TfGM Safety Management System (in particular section SMS 201 Roles and Responsibilities)</li> <li>Bus Operator contractual management</li> <li>Dignity at Work policy;</li> <li>Information assurance and security in line with Cabinet Office requirements;</li> <li>Risk management</li> <li>TfGM policies and procedures</li> <li>Equality and diversity legislation</li> <li>TfGM Vision &amp; Values</li> <li>Act in accordance with TfGM's behaviours and competencies</li> </ul>

<b>C2</b>	Any other reasonable duties as required from time to time	
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<b>Key Interdependencies</b>	
<b>Key Contacts</b>	Customer Casework Manager Customer Support Team Customer Information Team Managers in other departments Internal colleagues, and customer relations teams within service provider organisations
<b>Direct reports</b>	N/A
<b>Budgetary responsibility</b>	N/A
<b>Location</b>	TfGM, 2 Piccadilly Place, Piccadilly, Manchester M1 3BG

<b>Office Use Only</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>
Created					
Kamrun Nehar April 2019					
<b>HR Verification</b>					
Cathryn McGarvey April 2019					

<b>Digital Customer Engagement Officer</b> <i>(Knowledge, skills and experience required at selection stage)</i>	
<b>E</b>	<b>Essential Experience:</b>
E1	Experience of handling customer queries in line with organisational procedures and timescales
E2	Experience of dealing with the public through digital, verbal and written interaction
E3	High level of attention to detail
E4	The ability to deal with fluctuating workloads whilst meeting performance targets
E5	Demonstrable commitment to providing a top class customer experience
E6	Experience in the use of Microsoft Office software
E7	Experience of using social media channels effectively in a business environment
E8	Ability to engage and represent TfGM online with customers
<b>D</b>	<b>Desirable experience:</b>
D1	Experience of working with contact management systems
D2	Experience of successfully working with senior management and elected members.
D3	Experience of social media management tools e.g. Hootsuite
D4	Experience of web and social media analytics tools e.g. Google Analytics
D5	Experience of working as part of a shift-based team
<b>EQ</b>	<b>Essential Qualifications – Technical, Vocational or educational:</b>
EQ1	Educated to A level standard or equivalent qualification (eg NVQ)
<b>DQ</b>	<b>Desirable Qualifications – Technical, Vocational or educational:</b>
DQ1	Educated to Degree standard or equivalent
<b>EA</b>	<b>Essential Attributes:</b>
EA1	Able to demonstrate a passion for customer service
EA2	Takes personal responsibility for resolving issues and actions arising, or for passing to appropriate person
EA3	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service
EA4	Proactive and solutions focused, highlights issues and suggests solutions
<b>DA</b>	<b>Desirable Attributes:</b>
DA1	A social media advocate with a passion for digital communication and an understanding of the benefits social media can offer