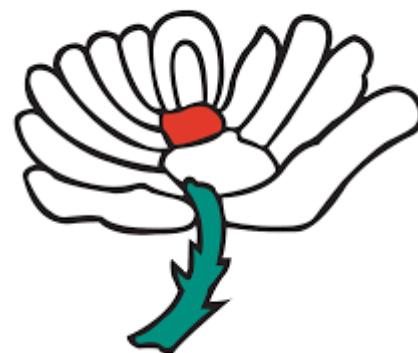


## JOB DESCRIPTION

The Yorkshire County Cricket Club



<b>Job Title:</b>	Customer and Member Liaison Officer
<b>Department</b>	YCCC - Marketing
<b>Reporting Line:</b>	Head of Communications
<b>Salary Band:</b>	2 Executive / Coordinator
<b>Location</b>	Headingley
<b>Employment Type</b>	Permanent - Full Time

### Department Overview

The marketing and communications department is a dynamic and data-driven team working to engage and grow the club's audiences, boosting sales and showcasing the great work done by Yorkshire Cricket. This is done via innovative multi-channel campaigns, building relationships with key stakeholders and keeping up to date with the latest trends in marketing, communications and fan engagement.

### Job Purpose

The Customer and Member Liaison Officer will support effective, proactive and timely engagement and communication with all Yorkshire Cricket customers including current and future members, ticket-holders and community participants. The Customer Liaison Officer will do this through leading on member and customer enquiries, coordinating proactive research and events, and supporting match and event day operations.

### Key Responsibilities

Area	Responsibilities
Member and customer enquiries management	<ul style="list-style-type: none"><li>- Act as lead on all customer enquiries, managing enquires in accordance with Yorkshire Cricket's Customer Voice Policy and Procedure</li><li>- Draft appropriate responses to customer enquiries that are in line with Yorkshire Cricket tone of voice and customer experience standards</li><li>- Act as administrator for Yorkshire Cricket's customer voice system to ensure it remains fit-for-purpose and up-to-date</li><li>- Lead the early resolution of customer enquiries ensuring the agreed customer experience standards are upheld</li></ul>

	<ul style="list-style-type: none"> <li>- Work with relevant Yorkshire Cricket departments and entities to gather information and draft common responses to support early resolution of customer enquiries</li> <li>- Escalate complex complaints to relevant specialist officers and monitor the management of those complaints to ensure they remain aligned to agreed customer experience standards</li> <li>- Act as central point of contact for general member enquiries</li> <li>- Provide regular reporting on customer enquiries to senior leadership, Board and ECB</li> <li>- Develop and maintain bank of common responses and FAQs to ensure consistent and accurate customer communication</li> <li>- Ensure customer feedback is effectively communicated to the relevant departments so that it can be considered and actioned</li> <li>- Monitor customer experience standards and escalate any concerns in a timely manner so that they may be resolve</li> </ul>
Proactive research and events coordination	<ul style="list-style-type: none"> <li>- Proactive analyse and review customer enquiry data and make recommendations for improvements</li> <li>- Coordinate regular proactive customer surveys to ensure customer sentiment and feedback is appropriately gathered, analysed and incorporated in future planning</li> <li>- Support the commercial and marketing teams by using customer data to identify new opportunites for membership and ticketing growth particularly in the diverse communities identified in our EDI Plan</li> <li>- Liaise proactively with the ECB on the reporting of anti-discrimination matters</li> <li>- Regularly analyse customer user journeys to ensure customer service standards, including accessibility, are met, make recommendations for improvement</li> <li>- Liaise with communications team to support the development of crisis communications</li> <li>- Identify and manage member outreach initiatives including the coordination of member forums</li> </ul>
Match and event day operations	<ul style="list-style-type: none"> <li>- Attend match and event days in person to act as a point of contact for Safety Officer in relation to customer needs</li> <li>- Support the Operations team in the provision of accessibility or other special assistance requirements including engaging with customers on their experience prior to and post attendance</li> <li>- Provide reslience to safeguarding officers on match and event days as required</li> </ul>
Equality, Diversity and Inclusion	<ul style="list-style-type: none"> <li>- Demonstrate, at all times, a commitment to equality, diversity and inclusion behaviours, decision-making and working practices</li> <li>- Advocate the values of safety, dignity, fairness, equality and respect</li> <li>- Contribute to the implementation of the YCCC EDI Plan</li> </ul>

Please note: This is not an exhaustive list and the role may be required to undertake additional roles and responsibilities as identified from time to time in order to meet the ongoing requirements of the company.

### Key Relationships / Stakeholders

- All Yorkshire Cricket members and customers
- All Yorkshire Cricket departments and entities
- ECB

### Job Specification

Essential Criteria	M/C
2+ years demonstrable experience in a corporate end-to-end customer experience or liaison role	<input checked="" type="checkbox"/>
Demonstrable experience working in a customer experience focused environment	<input checked="" type="checkbox"/>
Excellent written communication skills with experience drafting customer responses, releases or public information	<input type="checkbox"/>
Excellent customer service skills, with experience of interacting with customers from diverse communities, in a solutions-based role	<input type="checkbox"/>
Demonstrable experience working with customer data, creating reports, analysing trends and data maintenance	<input type="checkbox"/>
<b>Desirable Criteria</b>	
Qualifications in communications, marketing or similar area	
Previous experience working with Customer Relationship Management systems or other customer software	
Working knowledge and experience liaising with at least one of our under-represented communities • Women & girls • South Asian communities • Disabled people • Less well-off families	
Previous experience providing customer experience or liaison within a sport organisation	
Previous experience working within an equality, diversity and inclusion framework	

### Core Competencies

Time management	<input type="checkbox"/>	Ability to influence and negotiate	<input type="checkbox"/>
Attention to detail	<input checked="" type="checkbox"/>	Analytical skills	<input checked="" type="checkbox"/>
Confidentiality and discretion	<input type="checkbox"/>	Leadership skills	<input type="checkbox"/>
Interpersonal and communication skills	<input checked="" type="checkbox"/>	Initiative and proactive	<input checked="" type="checkbox"/>
Teamwork	<input type="checkbox"/>	Creativity and innovation	<input type="checkbox"/>
Flexibility and adaptability	<input type="checkbox"/>	Accountability	<input type="checkbox"/>
Able to work autonomously	<input type="checkbox"/>	Written communication	<input checked="" type="checkbox"/>

### Essential Certificates and Checks

Drivers License	<input type="checkbox"/>	Disclosure Barring Service Check	<input checked="" type="checkbox"/>
First Aid Qualification	<input type="checkbox"/>	ECB Coaching Qualification	<input type="checkbox"/>