



Job Title: Customer Insight and Engagement Officer
Grade: Y5a
Reports To: Customer Insight and Engagement Manager
Number of Reports: Nil

Key job element

- Contribute to YHN's development and understanding of customer insight, satisfaction and engagement to inform communications activity and service improvements in line with current strategy.
- Identify and implement creative and innovative customer engagement opportunities, including social and digital media, to support strategic objectives.
- To assist in the design and delivery of various approaches to collecting and collating customer insight to inform customer segmentation and journey mapping development.
- Analyse and report on customer insight gained from research, data, social media, focus groups and other engagement channels to identify learning and influence service delivery to promote an improved customer experience.
- To contribute to developing consistent customer engagement across all touch points.
- Help ensure that the voice of the customer is central to the development of services and wider decision making.
- Provide advice and support to colleagues on matters relating to internal and external customer engagement.
- To organise and facilitate internal and external customer engagement events in conjunction with colleagues.
- To contribute to the planning and delivery of a range of training opportunities for customers.
- Actively manage and update YHN customer distribution lists in accordance with GDPR regulations.
- Develop, deliver and report on YHN's community investment approach.
- Work with the communications team to contribute to and help deliver a proactive multi-channel internal and external customer engagement and communications plan.
- Work closely with the business to develop and implement policies and strategies, including making a key contribution to the Business Strategy and other significant corporate initiatives.

Person specification

This area focuses on skills/ knowledge required in the role.

Essential Criteria

- Educated to degree level in a relevant subject or equivalent experience.
- Personally credible with excellent verbal and written communication skills, including the use of IT.
- Strong interpersonal, verbal and written communication skills.
- Able to effectively analyse qualitative and quantitative data to inform YHN's customer insight
- Ability to effectively plan and deliver a range of customer engagement activity, including events and customer training.
- Ability to demonstrate strong facilitation skills
- Able to fully evaluate activity to ensure that positive impacts and value for money are achieved
- PC literate and numerate in Microsoft packages or equivalent

Desirable Criteria

- Demonstrable understanding of UK social housing, public sector service environment

All employees are expected to be flexible within the scope of the role

*Your Homes Newcastle's Core Values play an integral part in determining our culture going forward and ensuring a progressive, sustainable and healthy working environment for our staff. Our values, practices and behaviours are at the heart of this and how our staff do things is as important as what we do. Our values are Be **Ready**, Be **Amazing**, Be **Revolutionary**, Be **Energetic**.*

*It is no coincidence that our values spell out the word **RARE**. We want YHN to be known as "unusually good or remarkable" and an organisation with people that "stand out from the rest".*

We expect our people to demonstrate the following behaviours:

Be ready - together we're prepared for anything:

This value is about being "prepared, willing, eager and prompt".

The behaviours we expect are:

- Take responsibility to keep up to date
- Take ownership
- Make best use of time and resources
- Own your development and that of others
- Work as one team cooperatively
- Be prepared to contribute
- Be organised and on time
- Share information, knowledge and good practice
- Be adaptable and flexible

Be amazing – we'll exceed expectations

This value is about being “passionate, impressive, excellent and progressive”.

The behaviours we expect are:

- Care about people and YHN
- Take pride in what you do
- Behave with sincerity and integrity
- Be your best and inspire others to be theirs
- Do right by our customers
- Have a desire to make things better and improve lives
- Be an advocate for YHN
- Learns from mistakes

Be revolutionary – have courage and be bold

This value is about “leading the way, involvement in change, engagement, being radically new or different and being creative”.

The behaviours we expect are:

- Prepared to be different
- A positive influence on others
- Consider and think of imaginative solutions
- Decisive and unafraid to do what's best
- Prepared to challenge constructively
- Open-minded, tries to say 'yes' more than 'no'
- Supports and promotes change

Be energetic – making every day count

This value is about “vitality, being interested, keen, inspirational and motivated”

The behaviours we expect are:

- Passionate in all you do
- Is up for the task
- Celebrates achievements
- Is able to “bounce back”
- Is motivated and enthusiastic
- Challenges poor performance and negative attitude