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| **ROLE TITLE** | Customer Communications - Planning Lead |
| **DEPARTMENT** | Customer Experience |
| **OPERATING ASSOCIATION/ DIRECTORATE** | Orbit Group – Customer Services Directorate |
| **RESPONSIBLE TO** | Customer Communications Manager |

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| **ROLE PURPOSE** |  |
| Lead on the planning of all customer communications through ownership of the customer communications calendar to ensure clear processes for the approval of customer communications are applied.Work with colleagues across marketing, communications and operational customer services teams to implement central repository for all customer communications that will deliver consistency across templated communications.Lead in the planning, development and implementation of our tone of voice, style guides, templates and training materials across a range of customer communications to ensure consistency of usage by operational and contractor teams and across all identified channels.Lead on the implementation of customer communications audit to ensure adherence to tone of voice, enhance quality, identify improvements and training needs across the business. |

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| **ACCOUNTABILITIES / RESPONSIBILITIES** |
| **Customer journey mapping*** Lead on customer journey/process mapping of all customer communication touchpoints and relevant communications channels
* Ensure close working with operational teams and channel owners when planning communications improvement programmes
* Application of omni-channel approach to customer communication improvement programmes providing consistency in content and tone and across identified channels

**Process and system*** Responsible for leading the logistical planning of end-to-end service communications
* Ensure the scheduling and volume of information is appropriate, meets information governance requirements and reflects feedback from customers
* Ownership of the customer communications calendar to ensure that key communications are planned and volume of communications is understood in order to the lead on scheduling of customer comms
* Support Customer Communications Manager to establish systems and process for the approval of customer communications including direct mail, email, SMS text, telephony scripts and contractor communications
* Ensure tone of voice is applied consistently across templated copy and quality control is applied to bespoke copy
* Support the transition and migration of customer communications to digital platforms where appropriate

**Communications management*** Work alongside members of communications, marketing, customer engagement and operational teams to ensure a consistent approach to how we communicate with customers
* Establish and own appropriate systems for the central capture and recording for all communications a customer has received
* Responsible for ensuring high impact / high volume written communications are well planned and meet brad and tone of voice guidance
* Work with colleagues in customer services to establish a customer communications repository that aligns to customer journey mapping and standard work instructions
* Be invested in the data and outcomes your work generates and collaborate with relevant teams to identify improvement criteria based on data, insight and customer feedback
* Identify opportunities to enhance our customer communications through working with operational teams and in direct response to feedback from customers
* Ensure that all customer communication content promotes our vision, values and customer promise to our target audience
* Maintain a strong working relationship with all areas of customer services Support incidents and media issues by working with corporate teams and ensuring your team meets out of hours rota requirements.

**Information Governance and Accessibility*** Understanding of information governance processes and GDPR laws to ensure that these are applied to all customer communications
* Work with colleagues across information governance and IT to ensure systems are in place to allow customer preferences to be recorded and communications are delivered based on channel preferences
* Lead on and collaborate with colleagues across customer services and IT to ensure that additional requirements such as translation and accessibility services are recorded and delivered against where appropriate

**Brand & Digital*** Ensure our customer brand proposition is fully embedded throughout all messaging so it is clearly understood and consistently delivered and underpinned by the customer promise.
* Ensure consistency in delivery of the customer brand proposition & messaging across all digital and non-digital platforms, including the consistent delivery of tone of voice.
* Work closely with digital and marketing teams to ensure Orbit’s digital presence across all channels including all website and social media channels maximise customer satisfaction.
* Work with the corporate communications team to raise the corporate brand and profile of Orbit and the promotion of key corporate strategy initiatives.

**Reporting*** Produce reports and share with the business to build understanding of the volume of content that is subject to quality assurance audits and how this content scores in terms of accuracy against agreed tone of voice principles
* Regularly update Customer Communications Manager and key stakeholders of status of customer communications improvement programmes

*In addition to the above responsibilities, the Content Lead will also:** *Raise awareness of Orbit’s products and services.*
* *Readily share learnings and expertise within the wider team*
* *Support the Orbit culture by representing the organisation’s vision and values, and acting as a role model*
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| **KNOWLEDGE/SKILLS/EXPERIENCE/PHYSICAL REQUIREMENTS** |
| Essential | * Educated to degree level or equivalent with a relevant professional qualification or appropriate experience in marketing or communications
* First class interpersonal skills - highly collaborative, able to build relationships and work effectively across groups.
* Critical thinker, good analytical and problem-solving skills, and ability to think creatively, strategically and project plan.
* Ability to demonstrate a clear understanding of the requirements of target audience and to plan communications that meet required outcomes
* Experiencing of designing processes and workflows that enhance the customer journey
* The ability to inspire confidence with a wide range of stakeholders including customers, contractors, operational teams and senior leadership.
* Excellent time-management and organisational skills
* Exceptional attention to detail and accuracy
* Experience of Visio
* Confident user of the Microsoft Office Package – particularly Word, Excel and PowerPoint
* Experience working with external agencies and suppliers
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Orbit is an Equal Opportunities Employer and all staff are required to read and adhere to Group and local policies and procedures relating to Equality and Diversity

Orbit requires all employees to read and adhere to Health and Safety policies and procedures

Orbit requires all employees to read and adhere to all Orbit policies and procedures and Standing Orders.

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| Signed by Employee |  | Date |  |
| Signed by Manager |  | Date |  |