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| **ROLE TITLE** | Content Lead - Customer Communications |
| **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 delivery of improvements to all written customer communications across identified online and offline channels in line with brand and tone of voice guidelines.Communicate clear narratives that help explain complex subjects and operational processes, focussing on what is most important to our customers whilst promoting our vision, values and customer promise.Support 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. |

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| **ACCOUNTABILITIES / RESPONSIBILITIES** |
| **Content quality** * Plan, develop and implement improvements to content across identified customer communications channels including (but not limited to) direct mail, email, SMS text, webpages, telephony scripts and contractor communications
* Ensure tone of voice is applied consistently across templated copy and quality control is applied to bespoke copy
* Represent Customer Communications team at Customer Services Change Board when required
* Provide advice to customer service centre colleagues as and where required with regards to improvements to customer communications, application of tone of voice and best practice guidance around channel usage
* 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
* Lead on the application of omni-channel approach to customer service communication improvement programmes providing consistency in content and tone and across identified channels
* Support Customer Communications Manager to establish the appropriate levels of approval for customer communications including direct mail, email, SMS text, telephony scripts and contractor communications
* 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
* Work alongside members of communications, marketing, customer engagement and operational teams to ensure a consistent approach to how we communicate with customers
* Promote and deliver training and associated materials that support and upskill operational and contractor teams in delivery of effective customer communications that adhere to tone of voice guidelines and principles
* Support with crisis communications and incident management requirements and meet out of hours rota requirements
* Be a leading brand advocate across all communication activity in whatever form it takes
* Ensure that our brand and tone-of-voice is relevant to every customer contact and evolves appropriately over time

**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 requirements of target audience and how to tailor content appropriately taking into account the channel and required outcomes
* Experience of developing communication and marketing strategies and using digital and print media to engage customers
* Able to write high quality communications for a variety of audiences and experience of producing corporate documents
* 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
* 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 |  |