

JOB DESCRIPTION

Job Title:	Customer Insight and Engagement Officer
Service / Department:	Customer Services
Reports To:	Customer Insight and Engagement Manager
Responsible For:	Customer Insight and Engagement
DBS Check:	Enhanced check

Job Purpose:

At Salvation Army Homes, we are dedicated to providing comprehensive, good quality housing services, support and resettlement.

The Customer Insight and Engagement Officer will play a crucial role in supporting our resident volunteers and integrating customer insights into our decision-making processes. This position will inform our engagement strategies with residents and enhance our support and interaction with the wider organisation

Your responsibilities will be twofold:

- **Support and Coordination:** Provide support, coordination, and organisation for the Salvation Army Homes resident scrutiny panel members and resident volunteers.
- **Data Analysis and Insight:** Utilise your proven ability to gather and interpret data to identify key topics and themes, enabling Salvation Army Homes to enhance service offerings and improve the overall resident experience.

Main Duties and Responsibilities:

- Responsible for the successful delivery of resident engagement and scrutiny projects to a high standard and to agreed deadlines.
- Enthuse and engage our customers to be involved and to help us co-produce services and policies to have a positive impact on the services we provide.
- Support and development of meaningful resident involvement mechanisms and structures for each area of service and region of operation, keeping an accurate database for recording involvement activities and ensuring that the impact of involvement is effectively assessed, measured, and reported.
- Develop alternative methods of resident involvement to promote inclusivity, being mindful of the diverse groups of residents within the Association's stock profile.
- Identify and implement training for resident volunteers enabling them to be equipped with the necessary skills and knowledge to participate fully.
- Identify and support residents with progression of digital engagement finding effective channels for education and training.
- Provide advice and assistance to colleagues on effective means of consulting with residents and to provide support to local initiatives, as required.
- Collaboration and networking with The Salvation Army to ensure residents are supported with programmes and assistance available both locally and nationally.
- Liaise with Salvation Army Homes' key partners and contractors to ensure joint working that reflects the principles of resident involvement in service delivery.

- Stay abreast of good practice and regulatory requirements concerning customer involvement and decision making. To develop and evolve Salvation Army Homes customer involvement and insight policies, procedures, and activities.
- Responsible for the analysis of results from any internal and externally commissioned resident surveys across the range of service areas, and for taking forward any exception areas reported by residents with the relevant internal teams to ensure a positive response to issues raised.
- Provide information as required to assist with the production of reports and statistical returns for Board, Committee or Executive Management Team as required on any resident involvement related area.
- Responsible for the coordination and delivery of national and local roadshows.
- Be a member of any relevant benchmarking or good practice group as relevant to the remit of the post to facilitate the development of best practice.
- Safeguard and promote the welfare of individuals and families that come to our attention
- Lead by example in promoting non-discriminatory behaviour to ensure an equality of opportunity for all. Promote diversity as making good business sense and work in an inclusive manner.
- Adhere to Salvation Army Homes policies, procedures and strategies as applicable
- Undertake any reasonable additional duties as instructed by the line manager or senior management team within the spirit of the role or aims and objectives of the Association.
- Provide an excellent level of service and customer care both within Salvation Army Homes, for residents, the general public and external bodies.

Related Activities:

- Participate in essential training, role related training and to work in accordance with relevant Salvation Army Homes' regulations including, for example the Code of Conduct, Equality, Diversity and Inclusion, Safeguarding, Health and Safety and Information Security.
- Fulfil the role by being adaptable and flexible to the overall activity that is necessary to be successful and effective.
- Fully align with Salvation Army Homes' values and behaviours and to adopt an 'advantaged thinking' perspective through language, conduct and behaviour.

PERSON SPECIFICATION

Qualifications and Memberships:

- Educated to A level or equivalent

Aptitudes and Abilities:

- Experience of delivery of customer engagement activities
- Knowledge of the social housing sector and previous experience working within a social housing environment or related field
- Experience in planning and delivering community events and activities
- Working knowledge of survey platforms e.g. Microsoft Forms; Survey Monkey
- Experienced in using data analysis and dashboarding tools (e.g., Power BI, Tableau, Qlik).
- Working knowledge of CRM systems
- Sound understanding of regulatory requirements in respect of customer engagement activity
- Knowledge of practices and legislation around safeguarding vulnerable people
- Full driving licence with access to a car

Experience and Interests:

- Strong customer care skills ensuring a resident-focused approach
- Experience of working in a customer orientated environment
- Experience of working in a collaborative way, whilst designing and implementing new initiatives
- Good business acumen and commercially minded whilst working flexibly to prioritise and meet competing deadlines
- Strong critical thinking skills with a passion for deriving insight from data
- Demonstrable experience of working with and analysing diverse, often incomplete datasets (both quantitative and qualitative) to generate actionable insights for decision-making
- Proficient in Microsoft Excel for data analysis, including Pivot Tables, VLOOKUP, advanced formulas, and data visualisation.
- Skilled in producing written reports that are engaging, concise, and informative.
- Ability to work outside normal working hours in accordance with the needs of the business, including occasional attendance at evening and weekend meetings. Prepared to travel to regional offices and sites around the country
- An understanding of the structure, ethos and work of The Salvation Army Values and behaviours: To be successful in this job you need to be fully aligned with our values and behaviours. They mean a lot to us. They help define how we should all work and this helps us to stand out from other providers and employers.

Values and Behaviours:

To be successful in this job you need to be fully aligned with our values and behaviours, along with working as part of #OneTeam, helping Salvation Army Homes achieve our mission. Our values and behaviours mean a lot to us. They help define how we should all work, what we're here for and this helps us to stand out from other providers and employers.

S	Servant Leadership – we help people thrive	Have we given our audience everything they need to succeed in their next step?
P	Passion – we love our work	Have we spoken boldly and with confidence? Have we spoken out rather than stayed silent?
I	Inclusion – this is a team effort	Have we kept our communication simple and to the point? Have we used clear, accessible English?
R	Respect – we show respect for all	Have we given our audience credit for their intelligence? Have we advocated for our residents?
E	Empowerment – we have trust	Have we given the right context to our message? Has our communication been story-driven?