

CIH Job Description



Job title:	Customer service officer
Department:	Membership
Reports to:	Membership manager
Management of:	N/A
Location:	Flexible
Grade:	P1
Date prepared:	January 2022
Job Purpose: <ul style="list-style-type: none">• Deliver a first class customer service experience to members and customers, being a brand ambassador for CIH.• Engage with all customers and members to encourage use of CIH membership benefits, products and services.• Securing member conversions and commercial growth across all departments and encourage members to use our training courses.• Provide a first-time resolution service, dealing with all customer enquiries via phone, email and webchat, working to achieve the best outcomes and customer satisfaction for members and customers.• Gather insight and share customer feedback to support business decisions on CIH products and services.	
Key responsibilities: <ul style="list-style-type: none">• Provide a frontline first-time resolution service when dealing with all customer enquiries answering all incoming calls, email and web communications.• Engage in clear and efficient communications with potential, new and existing customers to influence conversions and commercial growth across all departments.• Provide information about new and existing products and services from all departments.• Play a key role in supporting marketing campaigns via outbound follow-up sales activity.• Build strong customer relationships, assisting customers to achieve the best outcomes for their career and development goals via utilisation of member benefits and CIH products• Identify trends raised through customer feedback, sharing insight across the business.• Ensure consistent use of CRM to track the customer experience, maximise opportunities and for reporting purposes.	
Knowledge, skills and experience (e=essential, d= desirable) <ul style="list-style-type: none">• Impeccable customer service skills (e)• Knowledge of best practice customer service and retention (e)• Strong written and verbal communication skills (e)• Strong customer relationship management skills (e)• Complaints management experience (e)• Proficient with Microsoft office suite, CRM Dynamics, Web applications and social media	

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platforms (e)

- Ability to manage relationships with internal and external stakeholders (e)
- Ability to work with minimum supervision (e)
- Self-motivation, drive, resilience and the ability to operate under pressure (e)
- An understanding of the housing sector (d)
- Knowledge of the role of professional bodies (d)

Other information:

- Working in the office and remotely
- Some travel attending events and other visits accompanying Regional/ engagement managers
- Flexibility in working hours may be required to suit business needs
- Applicants without housing knowledge may be required to undertake CIH Level 2 in Housing

Signed: Greig Porter

Date: January 2022

Reviewed: