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| **Job Title:** | **Customer Service Manager** |
| **Reports To:** | Home Manager  |

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| **Job Summary:** | The Customer Service Manager (CSM) manages the Sales and Marketing process in the care homes by establishing community links and implementing a local marketing strategy to ensure that occupancy targets are met or exceeded. The CSM, alongside the Homes Administrator, also Coordinates all admissions and move outs. |

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| **Role Responsibilities:** |
| * Ensure that occupancy targets and sales and marketing deadlines are met and adhere to brand standards.
* Lead on the sales process within the care home to ensure all enquiries are dealt with professionally and promptly.
* Ensure all enquiries are entered onto AEMS
* Ensure that all enquiries are recorded fully, accurately and that this information is followed up and kept up to date to ensure occupancy targets are met
* Manage the process of show rounds and train staff team to manage to the expected standard
* Make arrangements for tours of potential residents and their families, completing relevant documentation and escort them during these tours.
* Implement effective marketing plans and schedules, such as special events, networking events and other marketing initiatives and measure results.
* Ensure all show rooms are prepared to the standard at all times
* Ensure Front of House team answer the phone in line with Company policy
* Develop positive relationships with external stakeholders
* Undertake competitor analysis to ensure accurate data within the local market
* Establish and maintain strong community links with local professionals, support groups and charities, schools, churches, sports clubs and other organisations
* Promote awareness of the Care Home within the local community by hosting local events
* Support the Home Manager to identify and visit key referrers local to the community.
* Support the Home Manager to implement the local marketing strategy.
* Bring forward new ideas for different marketing strategies
* Coordinate events, publicity including public relations, advertising and materials, production and distribution.
* Liaise with Central Marketing for support and marketing collateral as required and to support consistency in marketing efforts throughout the group
* Provide support with the admission and move out process for all new and departing residents and their families.
* Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
* Greet people politely and professionally whether in person or by telephone and offer assistance to all visitors to the home in a courteous and helpful manner
* Demonstrate care and empathy for the residents in the community
* HomHomeHom
* Maintain Resident confidentiality and privacy.
* Attend staff meetings and staff training sessions as required.
* Adhere to company Policies and Procedures.
* Maintain Health and Safety at Work

**This is not intended as an exhaustive description of duties and responsibilities and may be amended following consultation with the jobholder.** |

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| **Person Specification:** |
| **Qualifications** | **Essential/Desirable** | **Method of Assessment** |
| Hold or work towards **an** NVQ in Computer Studies or Administration or equivalent  | E | Application form |
| Educated to A level standard with a minimum Grade C for both English and Maths at GCSE | E | Certificate |
| **Experience** |  |  |
| A minimum of 10 years admin and at least 5 Years sales experience  | E | CV |
| **Knowledge/Skills & Abilities** |  |  |
| Computer literate with a good working knowledge of MS Suite (Word, Excel, PPT and Outlook) | E | Interview |
| Ability to communicate effectively both verbally and in writing with fluency in the English language.  | E | Application form / interview |
| Effective interpersonal skills and professional telephone manner | E | Interview / references |
| Have a positive attitude to all residents and visitors | E | Application form / interview |
| Display a commitment to self-development and learning | D | Interview |
| Maintain good relationships with all staff within the company | E | Interview |
| Strong customer relation skills | E  | Interview |
| To be able to prioritise and manage own workload | E | Interview |
| Computer literate with a good working knowledge of MS Suite (Word, Excel, PPT and Outlook) | E | Interview |
| Ability to communicate effectively both verbally and in writing with fluency in the English language.  | E | Application form / interview |

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| **Required Values:**  |
| **Caring** | I am fully committed to both providing a high standard of customer services with kindness to our residents and their families  |
| ***Innovative*** | I am always seeking creative ways to improve how I can deliver more within my role that would have a positive impact on the residents and the hone as a whole  |
| ***Open*** | I work openly and honestly as part of an effective team that are not afraid to admit when mistakes have been made |
| ***Supportive*** | I will always share good ideas and help a colleague or a resident  |
| ***Inclusive*** | I am fully committed to working with a team ensuring all residents receive an excellent service  |

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| Agreement: |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:**  |  | **Date:**  |  |