



## **JOB DESCRIPTION**

### **CUSTOMER EXPERIENCE MANAGER**

Location: East Smithfield. London  
Reports to: Head of Corporate Communications and Engagement  
Responsible for: Customer Experience  
Grade: 5

#### **Who we are**

We are the Royal Pharmaceutical Society, the professional membership body for pharmacists and pharmacy in England, Scotland and Wales.

#### **What we do**

We are champions of the profession, and internationally renowned publishers of medicines information.

We promote pharmacy in the media and government, lead the way in medicines information, and support pharmacists in education and development.

Together, we are pharmacy.

#### **Our Mission**

We put pharmacy at the forefront of healthcare.

#### **Our Vision**

To be the world leader in the safe and effective use of medicines.

#### **Our Behaviours**

Be inspiring. Be empathetic. Be relevant.

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#### **Job Purpose**

We want to make sure our members value every single interaction with RPS. You'll be responsible for making this happen – with real, measurable improvements to member satisfaction and loyalty.

You'll lead our customer experience management. You'll manage the processes we use to track all our member interactions.

You'll transform our entire membership journey – particularly our digital platforms. And you'll pay close attention to off line feedback from our members.

You'll be measured on how much you improve our members' satisfaction – and by helping them get more out of their membership.

You'll work with our Technology and Business Solutions teams to define how we use customer data for marketing.

You'll champion and train colleagues in how to get the most from membership contacts on our digital platforms.



## MAIN ACCOUNTABILITIES

### Champion a new, improved member journey

1. Use personas to map the ideal member journey through rpharms.com and other digital channels. Adapt this to create an ideal customer journey using our existing functionality. Review the impact and find ways to keep on improving.
2. Map the ideal career life stage experience through RPS membership. Use this to monitor and maximise member lifetime value, (upgrade and retention) and strategy to ensure maximum profitability.
3. Review impact of changes and continuously improve our digital touch points, maximising commercial opportunities including membership upgrades and revenue generating cross-selling.
4. Act on data and reports to improve member experience. Train and guide member experience colleagues on how to get more from data.
5. Make sure our CRM database is segmented effectively for targeted, personalised and automated marketing activities.
6. Lead the creation, testing and refinement of marketing automation plans – covering member lifecycles and journeys through all our digital channels.

### Lead customer experience

1. Define and drive adoption of best practice around customer engagement. Make sure rpharms.com and CRM are at the heart of this.
2. Create and deliver a time-bound roadmap to enable us to get more from our existing technology – and grow our membership.
3. Advocate data-driven decision making, using your communication and persuasion skills to ensure adoption across our customer facing roles.
4. Work with our technology team to define how we work with external agencies and internal technology partners. Help make sure everyone understands how to use our systems and processes
5. Champion consistency across digital channel experiences by working closely with Pharmaceutical Journal and other RPS teams.
6. Contribute to annual budgets to achieve business objectives and goals
7. Conduct studies and research to discover new ways to for improve customer experience
8. Use continuous professional development to improve on existing job knowledge



### **Translate our member needs into digital solutions**

9. Create a clear purpose for how we use technology to deliver excellent member experience. Define the requirement and acceptance criteria for member experience data use within CRM for technology, marketing and business solutions teams
10. Work with insight, technology and membership colleagues to gain business intelligence that informs business decisions. Establish and report weekly to the business on KPIs – including customer satisfaction, usage of products and membership value.

**This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.**

### **SUCCESS MEASURES**

- Membership growth
- Improved membership engagement proven through digital metrics
- Greater internal capability in digital marketing
- Improved member satisfaction proven through digital metrics

### **CORE RESPONSIBILITIES FOR THIS JOB**

- Personal responsibility
- Managing and developing people
- Managing budgets and resources
- Managing the organisation
- Achieving results/delivering performance
- Problem solving

### **KNOWLEDGE & SKILLS FOR THIS JOB**

#### **Knowledge and skills for this job**

#### **Essential:**

- A passion for the latest technology advancements and knowledge of how to work with the technology teams in delivery of business orientated solutions



- Extensive experience of direct and digital marketing ideally in a similar industry.
- Strong background in customer re-engagement and retention strategies.
- A confident and articulate communicator capable of inspiring strong collaboration in an organisation
- Experience of one or more enterprise level CRM e.g. Oracle, Microsoft Dynamics, Salesforce is essential
- Minimum of five years' experience in marketing, customer service and analysis of customer data
- A requirement to be technically literate and familiar with customer engagement technologies
- A business focus and with ability to contribute to the overall quality of business development (particularly in helping to extract opportunities across different service delivery teams)
- Broad experience and a proven track record of making the most of CRM/data lead strategies to improve customer retention.
- Excellent analytical skills with experience of creating reports and dealing with large volumes of data.
- Experience of training staff on using technology systems and processes and selling the benefits of such systems.
- Strong experience of Microsoft Office (Advanced level excel skills) and document management system

## Desirable

- Experience of creating processes and delivering services in a membership organisation.
- Exposure to content management systems (CMS), automated digital marketing, email/SMS platforms
- Specialist knowledge of the Oracle CRM OnDemand platform.

**DATE JOB DESCRIPTION AGREED: November 2018**