

# Customer Support Officer

Full Time – Permanent Contract

## Description of the role and Person Specification.

The Audience Agency, the leading audience development and insight agency in England and Wales, is recruiting for the position of Client Support Officer based in our London office. This exciting role has been created to ensure we continue to consistently deliver the highest level of support to all our clients across the cultural sector. We are seeking a highly dynamic and motivated individual, who has an interest in helping people understand their audiences through data.

All applicants must be confident communicators, have strong numeracy skills and experience in a customer facing role in support or sales is desirable.

Deadline for applications: Monday 8<sup>th</sup> August - 12pm

For full Job and application details, visit:  
<https://www.theaudienceagency.org/careers>

Interviews will take place on 16<sup>th</sup> and 17<sup>th</sup> August 2016 at our London office.

Please see the Application Form for information about how to apply; please contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in an **alternative format**.

## The Audience Agency & Audience Finder

The Audience Agency is the national authority on audience behaviour and strategy. We are an experienced team of arts and culture specialists that provides a wide variety of consultancy and research services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations of all sizes across the

sector providing sound advice, cutting edge intelligence and breakthrough ideas to develop and grow their audiences.

For more information about our organisation and team please see [www.theaudienceagency.org](http://www.theaudienceagency.org)

Audience Finder is an ambitious data collection and analysis programme, creating a national audience data sharing framework for cultural organisations. Through the programme participating organisations are able to access a range of services including audience analysis, reporting and audience development advice and tools.

Enabling organisations to:

- Gain practical insight into current and potential audiences
- Embed national approaches to collecting, sharing and applying intelligence
- Develop deeper relationships with audiences to better understand expectations and needs
- Create a sustainable infrastructure for gathering and applying intelligence

The programme is accessed through an online hub <http://audiencefinder.org> and the data is also used to power other online tools such as Show Stats [[www.showstats.org](http://www.showstats.org)].

### Background to the post

A vacancy has arisen in our Data Platform team in London for a Customer Support Officer to support our Product and Programme Manager in the effective administration, communications and delivery of the Audience Finder programme and other work.

## Primary responsibilities of the role

- **Customer Support**
  - Providing first line support to The Audience Agency's clients and stakeholders, to help them sign-up for our services, troubleshoot problems and help clients to understand and use TAA's web application tools
  - Updating and managing the product websites (primarily Audience Finder using a WordPress based CMS)
  - Administration of client contact information and communications tracking using The Audience Agency's Customer Relationship Management (CRM) system
  - Proactively using information from the CRM system to inform communications
  - Directing clients and stakeholders as necessary to appropriate second line support, consultancy support or research services
  - Provide support and information to the marketing and communications team
  - Scheduling and attend meetings between The Audience Agency staff, contractors and clients organisations
  - Being first point of contact for information requests from internal and external sources
  - Collating reports on performance and delivery
  - Collating information for and about clients
  - Liaising with client to administer contracts, agreements and other necessary documentation
  - General administration
  - Other tasks and duties commensurate with this post
- **Business Intelligence**
  - Proactively using information from the CRM system to inform business planning opportunities
  - Coordinating and implementing processes relating to client management
  - Support the delivery of internal and external training on products and services
  - Take an active role in the Business Intelligence Unit to drive business and communications to increase sales

## The Audience Agency as a learning organisation

- To take an active part in all team planning, learning and training
- To share internally the insights and learning gained from your work
- To contribute to developing a cross functional collaborative style of working
- To be aware of and act within the guidelines laid out in The Audience Agency Equal Opportunities and Diversity policies
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

## Additional job details

### Progress monitoring

In accordance with standard business practice this role is subject to the successful completion of a three month probationary period. During this period we will review with you your on-going performance and suitability for the post.

### Salary

The post is offered on a permanent full time contract. The role is offered at an annual salary of £24,000, inclusive of London weighting.

### Location

The role will be based at our London office and the post holder will report to the Product and Programme Manager.

### Hours

Normal working hours for full time employees are 35 per week, or 7 hours a day which can be worked flexibly in agreement with the your line manager. Core office hours are between 10.00am - 6.00pm daily. For full-time staff the normal working day includes one hour for lunch (unpaid).

The Audience Agency will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect work effectiveness.

### Holiday

The leave entitlement is 25 days per annum pro-rata. Public/Bank holidays are in addition to this personal leave entitlement.

### Contract

The post is offered on a permanent full time contract.

For more details of the specific role please contact Alice Hockey, Product and Programme Manager, E: [Alice.Hockey@theaudienceagency.org](mailto:Alice.Hockey@theaudienceagency.org) T: 020 7260 2501

## Person Specification – Customer Support Officer

Please give concrete examples in your application of where and how you've acquired and applied the necessary skills and experience.

### Essential

- High levels of customer service
- An organised and thorough approach, with close attention to detail
- Experience of working in team environment
- Experience of managing time- and/or a number of concurrent projects
- Excellent written and verbal communication skills at a professional level
- Excellent IT skills, including advanced skills in Word and Excel and PowerPoint, email and internet use
- Copywriting experience for a range of media
- Experience of minute taking
- Proofreading experience or demonstrable ability
- Numerical confidence, accuracy and rigour
- Able to work well within and across teams, as well as working autonomously
- Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment
- Ability to adapt and improvise within time and resource constraints of our clients

### Desirable

- Experience of delivering presentations or training both in person and/or remotely
- Knowledge of WordPress or similar web content management systems
- Knowledge of Microsoft Dynamics or similar CRM systems