



Customer Experience and Community Manager

KEY INFORMATION

Role: Customer Experience & Community Manager

Reports to: Head of Customer Experience

Grade: 3

PURPOSE

To lead and develop high-performing customer-facing teams, delivering exceptional member experiences, sustainable business growth and strong operational standards. Build meaningful relationships with colleagues, customers, local communities and professional partners, while creating a culture of accountability, continuous improvement and doing the right thing for our members.

CRITICAL SUCCESS FACTORS

Consistently strong member experience and customer outcomes.

Delivery of agreed business growth, performance and service objectives.

High-performing, engaged and capable teams with a strong succession pipeline.

Strong community presence and productive local professional relationships.

Effective management of operational and regulatory risk.

Continuous improvement in performance, efficiency and ways of working.

BEHAVIOURS

- Members First – puts members at the heart of decisions and actions.
- Exceed Expectations – strives to deliver an exceptional experience.
- Make It Happen – takes ownership, acts decisively and delivers results.
- Better Together – collaborates, supports and develops others.
- Embrace Improvement – challenges constructively and continuously looks for better ways of working.
- Respect Always – leads with integrity, fairness and professionalism.

Main Duties Within Role

- Provide effective leadership across the assigned branch & CCC cluster, creating a high-performing, customer-focused and accountable culture.
- Lead, coach and develop Leaders, ensuring effective Training & Competency (T&C) oversight and consistent leadership standards.
- Own performance management across the cluster, using customer, colleague, commercial and operational MI to identify opportunities and drive improvement.
- Develop and deliver the customer/member experience strategy, ensuring consistently high service standards and positive customer outcomes.
- Drive sustainable business growth, identifying local opportunities to grow savings, relationships and customer engagement.
- Build strong relationships within local communities, developing branches as active community hubs and increasing the Society's local presence.
- Develop relationships with local professionals, businesses and community organisations, including networking events, professional networking and partnership opportunities.
- Lead branch development, ensuring each location has a clear plan for customer engagement, community activity, business growth and local relationship building.
- Champion meaningful customer conversations, ensuring colleagues understand customers' wider financial needs and identify appropriate opportunities to support them.
- Build colleague capability through regular coaching, mentoring, observation and feedback, creating a strong pipeline of future talent.
- Own talent development and succession planning, identifying high-potential colleagues and supporting their progression across the Society.
- Lead continuous improvement across the cluster, challenging inefficient processes and identifying opportunities to improve customer experience, productivity and ways of working.
- Maintain strong operational, risk and regulatory standards, ensuring appropriate controls, governance and customer outcomes are consistently achieved.
- Build effective relationships with key internal stakeholders, working collaboratively across Operations, Risk, Customer, Product, Marketing and other functions to deliver strategic priorities.
- Lead and embed organisational change, creating strong colleague engagement and ensuring the Society's values, behaviours and customer-first culture are visible in everyday leadership and decision-making.
- Undertake any other duties and responsibilities that reasonably fall within the scope of the role.



Qualifications & Accreditations

- Relevant leadership, management or financial services qualification desirable, or equivalent experience.
- Appropriate regulatory and Training & Competency requirements to be maintained in line with the responsibilities of the role.
- Strong public speaking, networking and relationship-building skills, with experience representing the organisation at local community and business events, developing relationships with local professionals and businesses, and promoting the Society within the community.
- Strong interpersonal and people leadership skills, with the ability to engage hearts and minds, build trust, inspire colleagues and foster a high-performing, customer-focused team culture.

Skills

- Strong leadership, coaching and people development capability.
- Commercially focused with the ability to identify and deliver business growth opportunities.
- Excellent relationship-building, influencing and stakeholder management skills.
- Strong customer and community engagement skills.
- Ability to interpret MI and translate insight into clear actions and improved performance.
- Strong risk awareness, judgement and understanding of regulatory responsibilities.
- Confident communicator with the ability to lead and engage colleagues through change.
- Strong planning, prioritisation and problem-solving skills.

Job Holder Signature