



<b>Job title</b>	Sector Experience Officer
<b>Band</b>	4
<b>Team</b>	Digital, Marketing and Communications
<b>Responsible to</b>	Sector Engagement Manager
<b>Responsible for</b>	N/A

## About us

QAA is the UK's independent quality body for tertiary education, and our purpose is to ensure that students and learners experience the highest possible quality of education.

We have changed to meet the evolving needs of a sector that has undergone reform across all nations of the UK. We are the UK's authority on quality and standards, acting as custodian on behalf of the sector of reference points including the UK Quality Code for Higher Education, Subject Benchmark Statements, and the Frameworks for Higher Education Qualifications. Throughout the UK we are the trusted partner of governments and funding bodies. In Scotland, Wales, and Northern Ireland, we work in collaboration with the sector to meet the needs of each nation. In England, our highly successful membership programme provides a rich source of resources to strategic leads, quality specialists and students and learners alike. Globally we are recognised as one of the world's leading quality bodies and support the UK sector as it welcomes international students and extends its reach through transnational education.

We are a remote first organisation and encourage day-to-day flexibility. It's important to us that our working environment enables us to deliver our services in a way and location that provides the best outcomes for our stakeholders and customers and meets their expectations. Alongside this we want individuals and teams to feel empowered to work where, when, and how they want, providing that business needs are met.

The Sector Experience role within our Digital, Marketing and Communications team contributes directly to the delivery of the Agency's purpose.

## The role

This role is designed to increase the engagement, loyalty, and satisfaction of the Agency's audiences, with a focus on membership.

Through innovative and creative strategies, engage with our audiences, supporting and anticipating their needs across all platforms, strengthening the relevance and value perception of the Agency with the primary aim of maintaining and growing the membership,

increasing income, and underpinning sector sustainability.

Responsible for the development and implementation of customer engagement plans, including the delivery of both digital and face-to-face engagement activities in UK and internationally to attract prospective members, and retain and add value to existing members.

## Key responsibilities

- Supporting the Sector Engagement Manager to create a culture of service excellence and engagement with our audiences.
- Support the delivery of membership recruitment and retention campaigns and annual programmes, ensuring new or existing categories of membership are effective and fit for purpose.
- Continuous identification and implementation of opportunities to improve the experience of customers, improve efficiency, service delivery, and performance, to enhance audience engagement.
- Support the Sector Engagement Manager and Account Manager to develop and maintain productive relationships with the full range of stakeholder audiences, by assisting with a range of engagement approaches from formal research, to focus groups, membership meetings and events, in order to support the development of strategies to capitalise on opportunities and address the challenges faced by members.
- Support the Sector Engagement Manager with the continuous evolution of the member value proposition (MVP) feeding back findings on how membership audiences want to engage and how they want to achieve this.
- Assist the Marketing and Communications Manager with member communications in particular around membership renewals and the on-boarding of new members, to ensure a high quality member experience.
- Work with the Product Marketing Manager to implement findings of market research, to identify members/audience needs.
- Maintain a thorough and up to date cross-Agency understanding of services and activities and ensure these are being packaged and communicated in the most effective way to engage our audiences.
- Ensure that all customer journeys are documented, including all touch points within the Agency to optimise experience and ensure a joined up approach.
- Ensure use of the CRM system to ensure there is a continual improvement in the information we hold about members. Support teams across the Agency with gathering data and information on members for the purposes of developing strategies, reports and so on.
- Manage the audience engagement calendar to facilitate the timely and appropriate scheduling of engagement activities and communications.
- Set up and maintain office administrative systems, processes, operating procedures, and files to ensure relevant information on audiences, including complaints is kept up to date, is accurate, meets deadlines and is accessible to relevant team members.
- Proactively engage with customers to understand their needs, address concerns, and identify opportunities for upselling or cross-selling, signposting opportunities to the Global Business Development team. Support the Global Business Development team

by onboarding new members, ensuring relevant contracts, terms and conditions and terms of engagement are in place.

- Capture customer complaints and causes for concern. Co-ordinate the Agency's response to such matters by co-ordinating root cause analysis and managing customer communications from initial report to resolution.
- Support with the implementation and cross organisational adoption of CRM, KMS and other technologies that support the Agency's customer communications and engagement activities.
- Serve as the primary point of contact for customer demand, providing prompt and professional assistance via email, phone, and live chat.
- Take responsibility for the administration, planning, recruitment, retention, and communications with member networks.
- Foster and maintain productive working relationships with colleagues both within own team and across QAA, emphasising collaboration and the sharing of knowledge. Actively share information and ideas to enhance practice and ensure others are kept informed of progress and developments.

## Key contacts

- Sector Engagement Manager
- Wider Business Development and Engagement team
- Contract Services Team
- Members, HE providers and stakeholders, International partners

Our job descriptions provide information about roles and their responsibilities at the date when they were created. They are intended to provide a general overview, and it is important to note that responsibilities and tasks may vary from time to time without changing the general character of the role or the level of responsibility entailed. Such variations are a common occurrence.

## Person specification

Attributes	Criteria	* How measured
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of designing value propositions based on audience / persona mapping.</li> <li>• Designing and implementing customer feedback mechanisms and leveraging data and insights to drive product development and service delivery.</li> <li>• Proven track record of delivering excellent customer service with demonstrable outcomes and impacts, ideally in a membership context.</li> <li>• Experienced in the implementation of effective communication and engagement strategies / activities.</li> <li>• Experience of collating, inputting, analysing, and supporting effective use of data.</li> <li>• Supporting end users in making use of technology, overcoming barriers to change in a positive manner.</li> <li>• Experience in digital/ virtual projects and technologies.</li> <li>• Demonstrable experience of planning, prioritising and managing multiple activities with high levels of attention to detail, ensuring deadlines are met.</li> </ul>	<p>A, I</p> <p>A, I, T</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p>
<b>Qualifications and training</b>	<ul style="list-style-type: none"> <li>• Relevant qualification or equivalent experience</li> </ul>	<p>A</p>
<b>Knowledge, skills, and abilities</b>	<ul style="list-style-type: none"> <li>• Sensitivity and understanding of working in a customer and service-focused environment.</li> <li>• Ability to work effectively, as part of a diverse and dispersed team.</li> <li>• Ability to manage own work in a structured and well-planned way.</li> <li>• Audience mapping / segmentation.</li> <li>• Excellent verbal communication skills at a variety of levels to a wide range of audiences.</li> <li>• Ability to plan and deliver projects within a set timeframe with clear outputs and outcomes.</li> <li>• Ability to work on own initiative to meet objectives in a complex, changing environment and to plan, initiate, manage and evaluate projects.</li> <li>• Highly computer literate including CRM, KMS Office, email, and website CMS technology.</li> <li>• Confident in the use of digital marketing / communications tools such as Dotdigital, Mailchimp, Hootsuite, etc.</li> <li>• Confident in the use of digital survey tools e.g. Survey Monkey.</li> <li>• Strong project management skills including planning, time and task management, change management, adaptability, risk management.</li> <li>• Interest in and commitment to the sector.</li> </ul>	<p>I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>I</p> <p>A, I, T</p> <p>A, I</p> <p>A, I</p> <p>I</p> <p>I</p> <p>A, I, T</p> <p>I</p>

	<ul style="list-style-type: none"> <li>• A thorough understanding of data protection and best practice.</li> <li>• Good understanding of how digital technology can be used to drive and deliver organisational objectives.</li> </ul>	<p>A, I</p> <p>A, I</p>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• A willingness to work flexibly with a 'can-do' approach.</li> <li>• Contribute to a positive and inclusive remote work culture.</li> <li>• Open minded and adaptable to new ways of working.</li> <li>• Show initiative to meet the needs of QAA.</li> <li>• Demonstrate the highest standards of workplace ethics, honesty and integrity that inspires trust and confidence.</li> <li>• Ensure the image of QAA is represented in a positive, supportive, and professional manner.</li> <li>• Highly motivated and able to work in an agile environment.</li> <li>• Proactive and self-motivated.</li> <li>• Interested in professional development and continuous improvement.</li> <li>• Ability to demonstrate, understand and apply our ways of working.</li> </ul>	
<b>Location</b>	Flexible (providing it is within the UK) with some travel within the UK and, potentially, international travel.	

\*A: Application; I: Interview; T: Interview Task

Date: September 2024