

bright sparks

Customer Engagement Coordinator

Job Information Pack

Hi,

Thank you for your interest in our role.

Brightsparks is a full service creative agency specialising in behaviour change for social good.

Why we exist

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work with social purpose organisations to help them achieve their goals.

Our Values

- **Ambitious** - the more organisations we work with, the more people we can help, the greater our social impact is.
- **Nurturing** - towards our staff and clients so that they have the skills, resources and support they need to achieve their goals
- **Expectations** - we expect the people we work with to articulate ideas and solutions to the challenges and opportunities we face.
- **Right attitude** - we want to work with people with growth mindsets and 'can do' attitudes.
- **Autonomy** - we want people that take responsibility for their work and are not afraid to work and learn independently to solve problems, who take positive risks and bring about change
- **Coachable** - the people we work with can take and give direction and feedback to improve their own performance.
- **Big picture thinkers** - we want the people we work with to be reflective of their own actions and can put the best interests of the company first.
- **Communicate with honesty and transparency.**

Our Approach

Market-leading Tools and Systems

We believe that social purpose organisations should be able to benefit from the same tools and systems used by Silicon Valley corporations. We use market-leading no-code and low-code products to provide future-proof, high quality solutions to help you achieve your aims.

Understanding How People Think

All our work is underpinned by evidence-based behavioural psychology. We use this psychology (known as Behavioural Science) to create campaigns, brands, systems and services that will reach and engage your target audiences, and nudge them towards behaviour change our clients want to achieve.

Living our Values

We reinvest our resources from Brightsparks Agency into our sister community interest company, Brightsparks CIC, so we can make even more of a difference.

How we work with our clients

We're Part of our Clients' Teams

We work collaboratively with our clients as an extension of their teams, supporting them to achieve their aims. They can count on us.

We get started as quickly as possible.

We know that the quicker we get up and running with a project, the quicker we can start making a difference to our client, and their service users. Our team all work at Brightsparks to make a difference, so you can guarantee we're very quick off the starting blocks.

Data is King.

We use data to guide decision making, not opinion.

We're passionate.

We only take on projects where we know we have the knowledge and expertise to deliver great outcomes. Equally, we only do projects that we're passionate about and where we can see how our work will have a positive social impact. Otherwise, what's the point?

We're honest.

If we think something's not going to work or we need to change approach, we say so. Even if it costs us money or involves us admitting we got it wrong. Brightsparks exists to make a positive difference and that always comes first.

Our Services

We have a huge toolkit of services, systems and approaches we can draw on to create a custom solution to achieve our client's aims. Our brilliant team work with our clients to understand what they want to achieve, and design a solution that will meet (or exceed) their objectives. Our services include: campaigns, strategy, creative, and digital.

Brightsparks Training CIC

Brightsparks has a sister organisation called Brightsparks CIC.

About BrightSparks Training CIC

BrightSparks is a Community Interest Company based in York. We are all about adding value and helping people to move on and move up in life. We believe in a fairer society where everyone can succeed and improve their lives. Our talented team of professionals are committed to helping people and families, particularly those that need it the most, to improve their lives and prosper.

We work with people to:

- Understand their strengths and how to use them;
- Improve their knowledge and skills so they know how to improve their own situation, as well as help their families and communities; and
- Improve their financial situation.

We provide:

- A wide range of learning and development courses that can be tailored to both professional and entry level learners, delivered by friendly, experienced and approachable tutors who all have extensive training and practice backgrounds in their respective fields / topics.
- We also have a learning and development academy called Brightsparks Academy that supports people to gain the skills and knowledge they need to find employment.

BrightSparks Training CIC programmes

The majority of our programmes are based around supporting (either directly or indirectly) children, young people and families. As such our programmes include:

- Positive Futures Parenting Support Course (e-learning and offline)
- Emotional Resilience (e-learning and offline)
- Understanding trauma and attachment in children and young people
- Brightsparks Academy - A trainee programme that supports people to learn work based skills so they are better able to access employment.

What our staff say about working at Brightsparks Agency:

"I felt like part of the team even before I formally started working at Brightsparks - It's such a friendly and supportive environment where we're challenged to do our best every day but have a lot of fun whilst doing so! No two days are the same and I can honestly say that I genuinely enjoy every aspect of my role here."

"Honestly, I just really love working here! Not only are we a creative, solution orientated agency, but the work we do actually makes a difference to people's lives. I have ADHD and when I told Sian and Lizzie that I would be starting to take medication not long after starting to work here, they were both supportive and understanding. It seems like such a natural thing to accept people for different ways of thinking and processing information, but unfortunately that isn't always the case. Lots of companies throw buzzwords around nowadays like 'Empowering' and 'Inclusive' but at Brightsparks these aren't just 21st century boxes to tick - these are things that are instilled every day by the warmth and level of care the management team has for our work, our clients and us!"

"Leonie, Andy and Sian are the most approachable Senior Management team I have ever had the pleasure working for. As a result of that I come to work every day wanting to do the best possible work I can. The passion you all feel for what we do and can do for our clients make me so proud to say that I work for Brightsparks. Every day I come to work knowing that you are all available if I need help with anything and you all have a unique skill of keeping an eye on projects ready to give advice and help where it is needed which is both reassuring and helpful."

"With the above in mind, Lizzie is absolutely amazing! In our weekly meetings she reiterates Brightsparks rocks, clearly and concisely shares her expectations of the team for the week ahead and the rocks she has put in place for us and takes time to walk through our individual rocks that we have set for ourselves. In 10 years of meetings I have never felt as organised as I do when I leave our Monday Meeting. It is a great way to start the week as a team making sure we are all working towards the same goal and thanks to Lizzie's management style, it's a fantastic and comfortable open forum for questions and ideas."

"Not long after I started working at Brightsparks, a policy was put in place for carers. I live with my mum and dad because my dad has Alzheimer's and aphasia, he is also currently being assessed to see if he has ALS. Mum is the primary caregiver, and I live with them to support her when she needs respite. Having a family member with Alzheimer's is emotionally and physically taxing and the fact that I work for a company that took the time to discuss and form a policy around care for carers is both forward thinking and inclusive."

"Working for Brightsparks is an absolute pleasure. The team are welcoming and friendly, the working environment is inclusive and flexible, and you are always made to feel like a valued team member with something to contribute."

"In my role as a Junior Marketing Executive, I am happy to have gained many valuable skills and worked on some very exciting projects in such a short space of time."

"As an employer, their approach is fit for a 21st-century organisation, offering a humanistic approach where health and wellbeing always come first. If you are value-driven and tired of working within an out-of-date company model, I highly recommend applying to join the Brightsparks team."

Job Description

Job Title: Customer Engagement Coordinator

Hours: 35 hour (FTE) working week

Salary: £20,000 - £24,000 (Dependent on experience)

Location: Hybrid working with requirement to work from York City Centre Office as well as home.

Reporting to: Social Care Campaign's Specialist

Job Description

Reporting primarily to the Social Care Campaign's Specialist, the post holder will support all social care recruitment projects by being the first line support for enquirers and leads that have responded to or engaged with our social care campaigns, including foster carer enquiries.

The role will be split across customer engagement duties and digital marketing support for social care campaigns.

As part of the customer engagement duties, the post holder will deliver all customer facing call handling and event management delivery for BSA's social care recruitment clients, providing both an excellent customer service and representing BSA as well as our client brands.

The role will support and provide guidance to new enquirers about the recruitment stages of becoming a foster carer, providing detailed information about life as a foster carer including allowances and finances, the support and training which is offered as well as conveying the significant difference foster carers make to the lives of local looked after children.

Full training will be provided in both customer service skills required for the role as extensive training regarding social care and social care recruitment processes including fostering eligibility and the full application process. This is an excellent opportunity for someone that has a friendly 'can do' attitude and is passionate about making a huge difference in the lives of vulnerable children and young people.

The post holder will be client facing and have a target driven attitude to achieving enquiry volumes and enquiry handling KPI's in relation to lead generation and conversion.

The post holder will also work closely with key client stakeholders in order to achieve success across customer engagement pathways by attending weekly and monthly client meetings, planning sessions and training workshops.

As part of the post holders other duties they will support the marketing and communications activity across social care recruitment projects such as social media content planning, newsletter creation, blog writing, website administration and content development, data research and reporting as well as any other administrative duties required in the role.

Main responsibilities

The post holder's responsibilities will include but not be limited to:

- Inbound and outbound call handling - Providing advice and information to prospective leads and providing an excellent customer service experience.
- Enquiry management - Responding to queries across email, live chat, web-form and social media to maximise lead conversion opportunities.
- Supporting virtual and live events - Scheduling, planning, attending and delivering virtual and live events in order to provide advice and support to prospective leads who attend the events as well as follow up activities to encourage progress through the recruitment process.
- Data entry and record keeping - The post holder will be responsible for updating and maintaining a number of digital platforms including a CRM, marketing and case management systems in order to ensure that leads and prospects are tracked and communicated with in a timely and appropriate way.
- Document creation, editing and proofing - Collating, editing and sharing documents and data as required by Brightsparks staff and its clients as well as preparation of support materials, presentations, reports.
- Attend regular meetings with the project team, fostering service and stakeholders to report on progress, trends and opportunities.
- Produce reports and provide regular status tracking against potential leads to their line manager and relevant stakeholders.
- Quality assurance checks - reviewing website and supporting marketing collateral that assists with the facilitation of the role and required information requested by different audience groups to ensure these are fit for purpose and optimised.
- Coordinating engagement and communications with existing foster carers.
- Outreach communications - targeting local organisations and providers to engage with their own client base about fostering and fostering information events to promote the role and services.

- Supporting marketing and communications activity across social care recruitment projects such as social media content planning, newsletter creation, blog writing, website administration and content development, data research to maximise campaign performance.
- Any other duties as required by Brightsparks in order to deliver its activities and work programme.

Required Post Holder Attributes

The ideal candidate will be:

- An authentic communicator, able to communicate confidently with people at all levels and from all cultures in an honest and respectful manner.
- Excellent and proven organisational skills.
- Excellent administrative skills.
- Multitasks and is able to prioritise workloads based on the immediate and time critical demands of the businesses.
- An enthusiastic and hard worker who is resilient and able to use setbacks as motivation to push forward and achieve their goals
- Flexibility to work in varying locations and on lots of different projects.
- Be motivated by making a difference in their community and help improve the lives of local children
- Enjoy encouraging and supporting others through the process and be keen to speak about the benefits of becoming a foster carer, providing insider knowledge
- This is a team role and the job holder will be required to be a natural collaborator, working closely with all BrightSparks staff and its clients to ensure the smooth delivery of its services.
- Must be willing to travel to York to the Brightsparks Head Office and on regular occasion client offices in Rotherham.

Performance in the role:

Performance and development in the role will be measured by:

- Meeting and where possible exceeding customer engagement volumes in line with company scorecards.
- Meeting SLA's of client response and support handling

Experience

Essential:

- 2 years experience in a customer service role with call handling responsibilities is essential.
- Previous experience using lead management systems such as CRM is essential

- Proficiency and knowledge in digital marketing through a professional position or education in a related field.

Desirable:

- Experience in either a sales based or target focussed role where company or organisational KPI objectives were achieved or experience in fundraising for charitable causes directly with members of the public
- Experience of fostering, social care or care related industries either in a professional or personal capacity

Qualifications

- Minimum GCSE English and Maths at Grade A-C.
- Desirable NVQ level 2 in Customer Service.
- Equivalent experience will be considered.

Abilities

- A self starter with the ability to use initiative is essential
- Must have a friendly, outgoing and customer-facing attitude
- Excellent organisational and time management skills
- Excellent administrative skills

Core Values

Our ideal candidate will share and be able to demonstrate our core company values within their application and through interviews if successful.

- **Ambitious** - the more organisations we work with, the more people we can help, the greater our social impact is.
- **Nurturing** - our staff and clients so that they have the skills, resources and support they need to achieve their goals
- **Expectations** - we expect our staff to articulate ideas and solutions to the challenges and opportunities we face.
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- **Autonomy** - people that take responsibility for their work and are not afraid to work and learn independently to solve problems, who take positive risks and bring about change
- **Coachable** - Our people can take and give direction and feedback to improve their own performance.
- **Big picture thinkers** - Are reflective of their own actions and can put the best interests of the company first.
- **Communicate with honesty and transparency.**

Other requirements

Appointment of the role is subject to a satisfactory DBS check and Employment References.

The above job description is correct as at the date it is advertised. However, Brightsparks has the right to alter the job description of a role at any time, in line with the demands and needs of the business.

Whilst this job description sets out the broad responsibilities of the role, this is not intended to be an exhaustive list of responsibilities and the post holder will be required to deliver any other responsibilities requested in line with the demands and needs of the business.

What we offer

- Hybrid working
- Very flexible working
- Competitive salary
- Access to a newly refurbished office in City Centre location (Gillygate, York)
- Career progression opportunities
- Your Birthday off work (in addition to your annual leave)
- 25 days annual leave plus bank holidays
- Regular social activities
- We invest in your development
- Pension Scheme
- Opportunity to work on projects that will have a positive social impact, and will make a difference to some of the most disadvantaged and vulnerable people in society.
- We are a Carer Friendly Employer
- We are a Disability Confident employer
- We are a Real Living wage employer
- We are a Tech Talent Charter Employer
- We understand the importance of work/life balance

To apply, please send us your CV and a covering letter, clearly articulating why you feel you are suitable for the role. Please send this to hello@brightsparksagency.com for the attention of Sian Williams.

If you have any questions about the role, please email us, marked for the attention of Sian Williams, Head of Marketing and Customer Success.

We look forward to hearing from you.

Best wishes,



Andy Simpson

Managing Director