

Role Description

Role:	CX Manager
Business function:	CX - Products & Services
Reporting to:	Lee Colbran - Products & Services Director
Managing:	N/A
Prepared on:	April 2018

1. Purpose and Scope

The purpose of this Role Description is to describe the CX Manager role.

The CX Manager is responsible for the overall customer experience process and offering, using the customer journey map to work with our clients to understand the needs and challenges of their business and audience, enabling them to realise their potential.

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2. Role Responsibilities

2.1 Key responsibilities

- To provide strategic advice relating to digital/marketing transformation, CX and commercial requirements
- To work closely with clients to gain an in-depth understanding of their business and objectives ensuring all defined strategic approaches meet the needs of the business and their customers
- To collaborate internally when defining the approach to ensure an integrated and optimum solution that delivers value to the client
- To consult with clients and prospects while representing a knowledge of all services across the Fresh Egg portfolio
- To review projects and ensure internal project teams remain focused on the project strategic objectives
- To run effective client workshops to understand business requirements, brand and customer needs and identify the proposition required to deliver on their objectives
- To successfully define, monitor and evaluate KPI's for each project
- To be accountable for the strategic direction on a number of key client projects, delivering results to KPIs

- To proactively help other teams and support business growth through training and application of transformational vision taking into account output of client work completed and highlighting where clients most require support
- To appropriately introduce (where relevant) partners and processes to Fresh Egg where the business can call upon them to increase the depth/breadth of the strategy service we can offer our clients

2.2 Organisational and commercial focus

- To support the business by researching and learning cutting edge innovations that may influence how Fresh Egg continues to evolve their CX offering
- To continually pioneer, innovate and develop the approach to customer experience, developing the existing service in line with current industry trends and client needs
- To help identify and scope commercial opportunities in line with client needs
- To contribute to sourcing, managing and developing relationships with third party technology providers to build a resource centre of preferred suppliers and partners to meet client needs
- To help formalise processes and methods that improve efficiency, sharing the output of your work to the wider teams
- To work with key stakeholders within Fresh Egg to integrate CX across the wider service offering

2.3 Best practice and organisation

- To keep fully up-to-date with and to share industry developments within the business as well as maintaining a specific focus on customer experience
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency as well as having an external voice
- To widen knowledge of existing disciplines and build knowledge of new areas especially considering platforms to collect and connect customer journey data and DMP technology
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools
- Key behaviours should be aligned to core values at all times.