



Role Profile

Job Title:			
Reference No:	Customer Experience and Digital Lead		
Service:	Communities Directorate Fife Sports and Leisure Trust		
Job Family:	Professional 2	Grade:	FC7

Purpose
To manage, grow and develop the company's digital marketing channels, whilst delivering a seamless customer experience across all stages and touchpoints. Deliver and implement strategies to improve customer experience and monitor, evaluate and report on performance.

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
Managing full end-to-end Customer Lifecycle; Develop and execute strategies to engage customers throughout their lifecycle, from acquisition to retention, advocacy and creation of the model for the Sales and Customer Services Team to deliver.	Degree in relevant area to the role and a commitment to ahead of the industry's developments and technologies	✓	
Lead on digital marketing strategy, overseeing all digital channels including CMS, SMS, social media, digital content/creative marketing, testimonial/review platforms and business directory listings. – move higher.	Significant experience of a digital and customer environment, ideally within the sport and leisure industry.	✓	
Lead on the overall customer experience strategy, echoing the voice of the customer through both online and offline channels to improve FSLT proposition.	Highly developed written and oral communication skills.	✓	
Detail, review and enhance the customer journey across all products and services (digital and in-person) enabling managers and leads to improve the customer experience at all stages.	Significant experience in dealing with a wide range of external customers, internal customers and stakeholders.	✓	

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Working closely with Marketing, Communications, Sales Team Leads, Operations team, Business Support team and Commercial Team, in order to identify and implement initiatives to improve customer activation, onboarding, and retention.	Significant experience of working within a busy marketing, communications, and sales environment	✓	
Lead all customer experience and satisfaction research and surveys, reinforcing a once customer voice and feedback culture in FSLT.	Knowledge in using mystery shopping platforms/CRM systems.		✓
Oversee, lead and manage the mystery shopping programme and implement robust processes to implement improvement recommendations.	Significant experience of delivery customer satisfaction and market research activity and creating reports and making recommendations.	✓	
Create and implement a range of quality assurance checks to ensure agreed standards are maintained and improved.	Significant experience in setting and prioritising objectives, responding under pressure, and managing challenging deadlines.	✓	
Liaise with the business function across FSLT to plan digital marketing campaigns, including web, SEO/PPC, email, social media and display advertising. (Combine with above points).	Significant experience in managing multiple digital channels including social media, email platforms, and back-end CMS applications like WordPress.	✓	
Engage with the Marketing, Communications and Sales Manager, to create targets and KPI metrics to measure performance across all digital channels.	Highly Developed skill in generating effective teamwork with the ability to influence, persuade and negotiate.	✓	
Monitor and analyse customers conversations and interactions via social listening techniques, and report on CX metrics/Net Promoter Score. Build and understand clear CX Metrics, including NPS, Customer Satisfaction, Survey data and Customer Effort Score.	Significant experience of operating in a target environment.	✓	
Working with the Communications and PR Lead and any external agencies to always adopt SEO best practice.	Experience in maintaining survey tools i.e., Survey Monkey or social listening platforms.		✓
Measure, monitor and report to the Marketing, Communication & Sales Manager on digital marketing campaigns and channel performance. Oversee the collection, analysis, and manipulation of customer data to	Chartered Institute of Marketing Qualification Level 4 or above.		✓

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enhance customer segmentation, profiling, and targeting for effective marketing campaigns.			
Horizon scanning for digital and communications methods and designs in the market in order to enable a culture of continuous improvement.	Significant experience of analysing and reporting on customer data to drive informed decision making.	✓	
	Highly developed self-motivation and personally driven to create success for self and team.	✓	
	Understanding of competitor landscape and experience of undertaking competitor audits.	✓	
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Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:				
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Job Title (Specialists Tasks)				
		Developed Leadership skills	✓	
		Developed Stakeholder engagement skills	✓	
		Highly developed IT Applications / Social Media / Comms etc.	✓	
		Developed Project Management skills	✓	
		Detailed understanding of customer journey and marketing initiatives to grow and enhance business	✓	

Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required	
Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.	
Additional Information – the following information is available:	Expected Behaviours
<ul style="list-style-type: none"> • Skills Framework (if applicable) • How we work matters 	<p>Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.</p> <p>Please refer to How We Work Matters Guidance to learn more.</p>