



Harlequins

Harlequins are the reigning Double English Champions with the Men's and Women's squads winning league titles in 2020/21. Founded in 1866, Harlequins is a rugby club that is recognised around the world and is a founding member of the RFU, boasting more presidents than any other club as well as a healthy dose of Men and Women international players.

Success on the pitch demands even more success off it, and with a record number of Members and sell-out matches each weekend, the Club is strengthening its Customer Experience team and recruiting a Customer Experience Manager. This is an exciting opportunity for a talented individual with managerial experience, who can bring strong understanding of excellent customer service to an elite sporting environment. The ideal candidate will have a passion for sport and what it means to be a fan.

As reigning champions, we are ambitious to build on our success. To do this we move at tempo, we are unconventional in our thinking and approach and we recognise the value that each role in the team plays in delivering success. We are now looking to recruit the following key role in the team:

<b>Job Title:</b>	Customer Experience Manager
<b>Company:</b>	Harlequin FC
<b>Reporting to:</b>	Head of Supporter & Club Engagement
<b>Hours of Work:</b>	Monday – Friday: 09:00 – 17:00 (matchdays and some other weekends will be required)
<b>Duration:</b>	Permanent
<b>Salary:</b>	TBC – depending on experience
<b>Start Date:</b>	Immediate start
<b>Location:</b>	Twickenham Stoop Stadium
<b>Role Purpose:</b>	Responsible for all elements of Supporter Experience to deliver first-rate customer service and matchday initiatives to Harlequins' Members and supporters, including delivery of Quins Rewards, Member events, matchday experiences and themes, and supporter surveys. Line manager to the Customer Service, Customer Experience, and Membership Service Executives.

### **Key roles and responsibilities**

- Responsible for understanding the supporter journey pre-game, on matchdays, and post-event.
- Leading the organisation and operational delivery of gameday activations, Membership experiences and first-timer initiatives to continually enhance the supporter experience.
- Leading the creation and delivery of specific match themes throughout the season, building on the Club's enviable and established position of delivering important matchday initiatives such as Black History Month and LGBTQ+ Pride fixtures.
- Attending all Men's and Women's matches, managing the Club's information trailer, providing friendly on-site matchday customer support.
- Supporting delivery of key seasonal Membership projects, including Membership renewal and start-of-season fulfilment, managing internal and external stakeholders to hit delivery dates.
- Managing the Club's customer complaint and query management process, working with the Customer Experience Team.





- Leading on the enhancement of the Club's customer service programme 'ZenDesk' to deliver best-in-class customer service.
- Providing fast and first-rate responses to questions, complaints and issues that come in through ZenDesk, via email, phone or in-person and working with appropriate internal departments to rectify specific issues swiftly.
- Owning key relationships with the Club's Members and supporter groups including Quinssa and Debenture Holders, ensuring effective delivery of benefits, responding to queries, organising and supporting regular Member events and AGMs and providing matchday support.
- Leading on the delivery of matchday and Member survey reports, with support from Customer Experience Team, to constantly improve the supporters' matchday experience and deliver consistently high Net Promoter Scores.
- Driving the promotion and delivery of the Quins Rewards Member loyalty programme, including reward idea creation, merchandise and experience redemption.
- Supporting the delivery and promotion of the Club's Membership payment card, working with key external partners and stakeholders.
- Overseeing delivery of non-matchday Member benefits throughout the season including regular Member Q&As, Junior Member events, partner and retail discounts and England International ticket ballots.
- Working closely with the Ticketing and Operations teams to offer advice, feedback, and support to drive world-class customer service and supporter experience.
- Supporting day-to-day Customer Experience department administration, including Membership data analysis and calling campaigns to Members.
- Drafting matchday Membership communications in partnership with the Communications team.
- Managing the Customer Experience budget and other relevant budget lines to ensure cost-efficient delivery of initiatives and the Membership programme, working with the Head of Supporter Engagement.

### **Skills and Knowledge**

- Managerial experience within in a large team.
- Experience of working in a customer service role, ideally in live events.
- Strong customer focus and able to deal effectively with members of the public to deliver positive mutual outcomes.
- An understanding of Membership programmes and Member benefits.
- Organised and able to work on several projects simultaneously.
- Good level of Microsoft Office skills and strong written and verbal communication skills.
- Builds professional, friendly and accessible relationships with employees and line managers.
- Presents a highly professional image when representing the Club
- High levels of resilience with an ability to work independently and prioritise tasks appropriately

### **Competencies**

- Highly organized with a real attention to detail
- Uses own initiative and can work independently



- Takes responsibility for own work
- Highly self-motivated
- A strong team player and collaborative working style
- Interest in sport, rugby in particular, especially from a supporter's perspective

### **Behaviours**

- Tempo - Organises and schedules events, activities and resources. Monitors timescales and plans to ensure challenging goals achieved on time
- Relate – Responds and relates well to people in all positions; is seen as a team player, and is cooperative; friendly and eager to work for an elite professional sports club
- Interacts with others in a sensitive and effective way. Respects and works well with others.
- Commits to meeting the expectations and requirements of internal and external customers; acts with customers in mind; values importance of providing high-quality customer service
- Unconventional – Continuously looking for ways to improve existing operations
- Enjoyment – Excited and highly motivated to work for an elite professional sports club.
- Attention to detail - Highly organised with a real attention to detail and quality focus
- Results orientation - Focuses on desired results and sets and achieves challenging goals

Harlequins is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Please email your CV to [quins@serv-recruitment.com](mailto:quins@serv-recruitment.com).

Application closing date 17<sup>th</sup> December 2021

Only applicants to be invited for interview will be contacted.