



Customer Engagement Manager Job description

September 2023

Becoming✖

Why BecomingX?

BecomingX was founded with one simple purpose - to create a world where everyone can realise their potential. We set out to raise aspirations, help people to build the skills and confidence to succeed and to provide opportunities for people to achieve extraordinary things, no matter what their backgrounds.

We want to become the world's leading learning and development company. Not the biggest, but the best. The one that has the greatest impact on improving people's lives. This is the journey we are on and we strive to be the best at everything we do, working in a 'no compromise' way to deliver the very best quality products and outcomes for education providers, companies and individuals.

BecomingX is a 'B Corporation' certified to meet the highest social and environmental standards. Social impact is in our DNA and it is why we exist. We are committed to ensuring equality, inclusion and diversity in everything we do.

Customer Engagement Manager

The Customer Engagement Manager's primary role will be to help manage and support all of BecomingX's projects and customer interactions. The role is hugely varied and very hands-on, this will range from managing discrete projects, developing 1:1 relationships with customers, providing customer support as well helping drive marketing and social media programmes. Ultimately, the role is to ensure BecomingX's customers, and potential customers, receive the very best services and support. The position reports to the COO.

Role responsibilities:

1. Client project manager

- To support on projects for key clients - which may include such varied tasks as design and delivery of learning content, research, and supporting filming and production
- Supporting sales efforts - helping to develop compelling proposals for clients

2. Customer Relationships

- Primary point of contact for customer support for our platforms, responding to and solving customer issues and collaborating with the technical team where necessary
- Work with the Head of Learning and Development in supporting relationship building with key platform customers

3. Social Media and Marketing

- End-to-end ownership of social media channels, including Instagram, Facebook, X and LinkedIn. Includes planning, writing, scheduling, and collaborating with a designer to create content.
- Create and schedule customer newsletters and online news articles
- Own and deliver marketing campaigns

4. Additional Responsibilities

- Support filming and production efforts
- Support logistics and delivery of client events where needed
- Support BecomingX Foundation in its mission to help people from disadvantaged communities

Skills, experience and attributes required:

- Significant experience in a corporate environment is preferred
- Experience working on a range of projects simultaneously
- Experience in marketing, social media planning and content creation preferred
- Confidence in customer service and/or customer relationship building, face-to-face and virtual
- A desire to be creative coupled with an uncompromising focus on quality and an incredible attention to detail
- Excellent verbal and written communication skills
- Excellent working knowledge of Microsoft 365 (Word, Excel, PowerPoint). Experience of HootSuite and HubSpot a plus. Comfortable learning new applications and using software tools.
- Ability to calmly manage multiple priorities and projects to tight deadlines
- Collaborative approach to task completion
- Belief in transparency and high-integrity leadership
- The ability to work independently, remotely and in some cases with minimal interaction day to day
- The confidence to work with high-profile people in a professional, friendly and discrete way
- The resilience and fortitude to do what is necessary to succeed
- A willingness to get stuck in and do the tiny jobs

Who are you (in the words of our CEO)?

You have great ambition and want to work for a company focused on having a real impact. You are great at everything you put your hand to because you get stuck in, learn what you need to learn, ask the right questions and care about the end results. You know you have great potential and now want to see what impact you can *really* have - when you have the opportunity to work with a high performing start-up focused on really making a difference.

You've probably come from a corporate background in marketing or project management and have really strong experience working on multiple projects. You've demonstrated that you can work extremely well with people from all backgrounds and that you are a great communicator. You are happy both working in a team or independently, and do whatever it takes to complete projects to the very highest standards. You are consultative, but ultimately you are someone who can get things done on your own. Because of your attitude, you've never uttered the words 'that'll do', you always strive for the very best you can achieve and there is no task too small for you to make something better.

You are at the point in your career where you know you have great potential. You are excited by the opportunity to work with a start-up that has big ambitions and where you will make a real difference and your impact will be felt with everything you do. Sure, you want a good salary and benefits in the short term, but most of all you want to help build a high performing company that changes people's lives and somewhere you can be truly proud to work.