

Role Profile

Role Details

Role Title	Customer Communications Manager
Pay band	Band 5
Business unit	Retail Directorate
Reporting to	Senior Customer Communications Manager
Date produced or updated	06 February 2019

Purpose of Role

The role holder will be required to work with stakeholders and colleagues across the business and partnership to ensure NS&I and Atos project deliverables (from the change programme) and all BAU activities are **delivered** and **assured** to the highest brand and customer communication quality and aligned to customer experience and product requirements.

The role holder will be an active and proactive member of the Brand and Customer Communications Team and wider Project Teams providing **expert advice and guidance** on clear and smarter accessible consumer communications as required by FCA; on the NS&I brand, tone of voice; and CX principles ensuring customers' needs are paramount at all times.

The role holder will be required to **deliver** communication outputs assets across channels for projects in their own right and will be required to **manage** external suppliers to **deliver** outputs across channels for projects. The role holder will act as product owner and or business manager as required.

The role holder will be required to act as **mandatory assurance** and sign-off for customer and brand communications on the NS&I Financial promotions system and in line with policy.

Key responsibilities

- Close and proactive liaison and working relationships with stakeholders and colleagues across Retail, wider NS&I and Atos (operations and management).
- Attendance and strategic input at customer journey workshops and requirements gathering workshops at NS&I and Atos sites, to ensure customer experience is paramount and brand reputational risk is minimised and acknowledged
- Briefing and managing updates and changes with 3rd parties - work is of standard expected of the NS&I brand and customer experience and FCA smarter communications guidance.
- Creating content for customer communication and collateral to brief and as required in line with the project and business objectives while ensuring customer needs are met.
- Editing existing content to brief as required and in line with project and business objectives whilst ensuring customer met.
- Working with Atos and CX teams to ensure the information and communications for customers are appropriate and fit for purpose at key milestone interactions.
- Managing requirements and needs of the business, the taxpayer and the customer to deliver communications with customers that are clear, straightforward, that follow all FCA guidelines, TCF principles, whilst living the brand and its tone of voice.
- Involvement with projects at all stages advising on customer principles and brand all the way

through to delivering assets.

- In order to understand how to communicate to consumers – the Customer Communication Manager will be expected to know in depth detail FCA regulations, brand tone of voice and develop depth understanding of project objectives and deliverables, including information about our products and services. This will vary according to the project.
- Sign off materials for the whole of the NS&I business as a support to the wider Brand and Customer Communications Team
- To thoroughly understand product Terms and Conditions and impact on customers
- Edit and update content in-line with mandatory changes and deliver assets on and off line when required and outside of project deliverables

Relationships

Please list the jobs and areas with which the post interacts. This should show internal and external relationships.

Internal	External
<ul style="list-style-type: none">• Product and Proposition Team• Customer and Retail Experience Team - all levels• Head of Brand and Customer Communications• Compliance and Risk – all levels• Retail Director• Assistant Director – Marketing and Communications• Media and Communication Team• Project Assurance and delivery teams	<ul style="list-style-type: none">• Atos- all levels including operation, customer managers, customer communications editors, project managers.• Agencies and suppliers• External consultants

Person specification

Essential qualifications, experience and technical knowledge

Essential qualifications

- Educated to degree level or extensive experience in customer focussed role
- Communications (written word for specific audience) qualification. Or extensive experience producing and editing written word to brief and to target audience

Essential experience

- Working within compliant environment
- Working to tight deadlines and under pressure
- Working in financial services and understanding of financial services industry
- Proven confidence to constructively challenge, listen to all sides of an argument and find a way forward and deliver on time and on brief
- Able to communicate complex information to customers in a way that customers will easily understand avoiding jargon, and ensuring communications are fair, clear and not

misleading.

- Ability to process information and be aware of the impact of communication on customers.
- Ability to work proactively and be empowered to make decisions and find ways to progress work to meet business objectives.
- Ability to negotiate with and influence stakeholders
- Experience of taking the lead as subject matter expert in Agile projects

Essential technical knowledge and skills

- Through knowledge of FCA compliance and regulations
- Problem solving and thinking laterally to solve communication challenges.
- Eye for detail that will pick up inconsistencies
- Experience of working within brand guidelines
- Editing content to meet objective
- Content creation to brief and within brand tone of voice
- Excellent relationship management skills and the ability to influence at all levels of a business
- Strong verbal and written communication skills
- Strong customer focus coupled with the ability to deliver results
- Great time management skills with the ability to manage a number of activities at one time and to see each one through to completion
- Strong IT skills including comprehensive use of the Microsoft suite.
- Experience of working in an Agile focussed workplace

Desirable qualifications, experience and technical knowledge and skills

- Working with design agencies and 3rd parties
- Copywriting
- Knowledge of formats print and digital

Competencies and values

Please read in conjunction with the NS&I Behavioural Based Competency Framework and give examples relevant to the role.

Customer Focus	Level (1-5)	4
<ul style="list-style-type: none">• Create solutions that meet customer needs, while observing proper standards of conduct and meet the needs of multiple stakeholders and audiences.• Build strong working relationships with internal and external stakeholders to facilitate being seen as a trusted partner and expert advisor.		
Communication	Level (1-5)	4
<ul style="list-style-type: none">• Influence internal stakeholders and third parties to make sure all communications are delivered that meet the customers' needs, our brand ambition, communicate the product/service and meet FCA requirements.		

Achievement orientation	Level (1-5)	3
<ul style="list-style-type: none"> • Deliver high quality customer communications on time and to budget. • Identify, understand and manage risks impacting on delivery and find solutions to overcome these ensuring business needs are met. 		
Managing third party relationships	Level (1-5)	3
<ul style="list-style-type: none"> • Effectively balance issues of on-time delivery, cost and quality in making decisions. • Review issues thoroughly and solve problems where appropriate to ensure 3rd party can deliver • Constructively challenge 3rd parties to ensure quality, appropriate output and delivery 		
Improving business performance	Level (1-5)	3
<ul style="list-style-type: none"> • Continuously seek ways to improve customer communications to make sure they live the brand values, CX principles, FCA guidance and principles, cost savings and meeting business objectives • Continuously seek to improve ways of working with internal stakeholders and third party agencies to ensure they take responsibility and deliver for the business and partnership 		
Leading others	Level (1-5)	3
<ul style="list-style-type: none"> • Share information and knowledge of all projects and activities with team members and regularly update • Share knowledge, objectives and performance standards with others, including scheduling cost, quality and on-time delivery measures • Act as lead for brand and customer communications in Agile projects – taking leadership and decision making with authority, authenticity and integrity. 		
Making decisions	Level (1-5)	3
<ul style="list-style-type: none"> • Effectively balance issues of on-time delivery, cost and quality in making decisions • Demonstrate integrity and fairness in making decisions • Review issues thoroughly to identify root cause • Analyse facts, data and unbiased opinions objectively to reach balanced decisions • Continuously develop and improve my decision making capabilities 		
Teamworking	Level (1-5)	3
<ul style="list-style-type: none"> • Contribute to cross functional decision making, problem solving and project work • Resolve differences and conflicts with other teams constructively and assertively • Develop own team working skills and behaviours • Contribute to the day to day business of the team developing ways of working, skills and behaviours in collective and personal work • Communicate project and BAU work constructively with team to ensure best practice and smart working • Be enthusiastic about opportunities to work with different people at different tasks 		