



Join a team that's going places!

SENIOR MANAGER OF CUSTOMER EXPERIENCE

Department:	Communications & Customer Service
Employee Group:	Non-represented
Reports to:	Chief People Officer
FLSA Status:	Exempt
Job Number:	{see Job Position Code list}
Approved by:	{department manager}
Approved by:	Chad Crouch, Interim Chief People Officer

OUR MISSION

Ben Franklin Transit (BFT) provides exceptional and cost-effective transportation services that consistently exceed customer expectations while promoting the principles and practices of livable communities and sustainable development.

OUR VALUES

We value customer service, collaboration, diversity, fiscal accountability, innovation, sustainability, and safety. Employees and representatives of BFT are expected to uphold our values and mission.

NATURE OF POSITION

Plan, manage, and direct activities that promote positive customer experience to the community to increase and retain customers while working to strengthen the Agency's brand and reputation. Oversee communications, customer service, and Americans with Disabilities Act (ADA) community operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Plan, manage, and coordinate activities, initiatives, and projects for the best possible customer experience.
- Build strategy and vision related to marketing and communication of outreach programs designed to increase public awareness and ridership.
- Oversee the ADA program; ensure that the ADA community program follows federal, state, and local laws and regulations.
- Establish Key Performance Indicators (KPIs) for continuous operational and customer satisfaction improvement and determine methods of correction necessary to achieve and sustain desired results.
- Develop outreach activities and events designed to achieve strategic priorities for internal and external audiences; determine advertising channels according to demographics.
- Oversee Agency brand management including all graphic and style documents.
- Select, supervise, train, motivate, assign, evaluate, and counsel assigned staff; take corrective action as needed.
- Develop, monitor, and manage budget items related to department; research and analyze data for cost-effective improvements.
- Manage administrative functions; lead the development and implementation of policies, procedures, projects, and teams.
- Serve as liaison with management and staff, external agencies, and organizations.
- Represent the Agency at a variety of meetings, public events, training sessions, on committees, and/or other related events.
- Work with and maintain confidential information.

KNOWLEDGE, SKILLS & ABILITIES

- Maintain knowledge of pertinent federal and state laws and regulations related to areas of responsibility.
- Understand and apply customer service principles and methods including telephone etiquette, patience, conflict resolution, persuasion, and de-escalation.
- Understand and apply principles, practices, and trends of public administration.
- Comprehend and apply principles of supervision, training, employee development, motivation, and effective correction.

- Focus on mission and strategic goals while responding quickly to changing internal and external influences.
- Plan, organize, and direct resources in support of business budget and schedules.
- Manage and administer programs, services, and operations.
- Establish and maintain effective working relationships.
- Learn new technologies, policies, procedures, and guidelines established by professional organizations and/or governing agencies.
- Work as a team member and independently; effectively apply organizational and time management skills; meet deadlines and comply with Agency policies.
- Exercise sound judgment in making decisions.
- Handle communication during service interruptions, subject to irregular work hours.

MINIMUM QUALIFICATIONS

Bachelor’s degree in Communications, Business Administration, Public Administration or related field and five years of experience in a customer service environment, two of those years in a supervisory role, or an equivalent combination of experience, education, and training. Must possess a valid driver’s license.

LICENSES, CERTIFICATIONS & OTHER REQUIREMENTS

None

PREFERRED QUALIFICATIONS

Public sector work experience.

PHYSICAL REQUIREMENTS

Generally sedentary in nature; occasionally stand and walk; intermittently kneel, stoop, bend, and twist at the waist, and reach overhead; sit for long periods of time. Rarely kneel, crouch, or crawl. Occasionally lift, push/pull, or carry up to 40 pounds. Good vision to read print and computer screen. Hear and speak to communicate in person, before groups, and over the telephone. Manual dexterity of hands and fingers to include repetitive keyboarding, grasping, and reaching to operate a computer keyboard, mouse and/or standard office equipment.

WORKING CONDITIONS

Work is primarily performed in an office environment where noise, distractions, and lack of privacy may be present. Operate a motor vehicle. Occasional exposure to outdoor environment and weather when training.

Essential Functions may include the duties and responsibilities, as well as knowledge, skills, abilities, and other characteristics listed in this job description. Employees in this position must maintain a level of mental and physical fitness required to perform the essential functions of this classification with or without reasonable accommodation.

Job descriptions are intended to present a descriptive list of the range of duties performed by employees in the position. Job descriptions are not intended to reflect all duties performed within the job. Job descriptions are subject to revision and may be updated as appropriate to reflect operational changes within the role.

Employees in all positions must pass a background investigation including a criminal and employment investigation; positions with cash handling or financial administrative duties will be subject to a consumer credit investigation.