

## Account Support & Engagement Officer

<b>Location:</b>	<b>London</b>
<b>Department:</b>	<b>Marketing and Communications Directorate (Account Support &amp; Engagement)</b>
<b>Hours:</b>	<b>Full time (35hrs/week), fixed term contract</b>
<b>Salary:</b>	<b>£24,000 - £25,000 per annum</b>
<b>Reports to:</b>	<b>Head of Account Support &amp; Engagement</b>

### About Into Film

Into Film is an education charity that puts film at the heart of children and young people's educational, cultural and personal development.

Over half of UK schools engage with our programme of film clubs, special cinema screenings, and resources and training to support classroom teaching. Alongside rich online content for young audiences, this provides 5-19 year olds with inspiring opportunities to learn about and with film, and develop a passion for cinema.

### Role Summary

As customer service leads for Into Film, the Account Support & Engagement Officer (AS&EO) plays a key role in delivering the Into Film strategy and its focus on engagement and retention. The AS&EO supports film clubs and account holders throughout their lifecycle – from recruitment to brand advocate, ensuring they receive the best-possible support. The AS&EO plays a key role in monitoring club and account activity and analysing it to inform ongoing activity. The AS&EO performs administrative tasks that ensure the smooth running of the department.

### Main Responsibilities

- Responsible for customer service, supporting film clubs and other users of Into Film services with all support queries
- Management of the CRM case queries, info@ and support@ inboxes and any online customer channels that are developed in the future (e.g. Twitter and Zendesk)
- Support the Marketing and Communications department and Account Support Coordinators to run targeted recruitment campaigns, managing lead research, development and activation
- Ensure that the Into Film Frequently Asked Questions (FAQ) sheet is updated and developed to include all support requests, and that film clubs and account holders are directed to the FAQ
- Ensure that CRM and associated system(s) data is cleaned and updated, including all non-automated activity and multiple club registrations
- Be the team "CRM Superuser"
- Check club and account holder eligibility, update CRM, and send welcome packs
- Provide detailed reports on customer service issues utilising CRM, including issue type and frequency
- Report all technical issues relating to DVD ordering to the digital team
- Coordinate film club orders for printed materials
- Be on rota for answering the main Into Film phone line as and when required
- Manage all in-house DVD orders
- Manage requests for iPad/filmmaking equipment

- Assist colleagues in capturing and reporting CPD data
- To lead on projects and work areas defined by the Head of Account Support & Engagement

### General responsibilities

- Commitment to quality internally and in all dealings with the public, members, teachers, children and young people, partners, funders, supporters etc.
- Contribute to long term planning to ensure growth in line with demand and resources
- Contribute to the regular monitoring and evaluation of the Into Film's work
- Commitment to equality of opportunity in line with Into Film's Equal Opportunities Policy
- Any other reasonable duties assigned by Into Film

## Person Specification

### Essential

- A good understanding of what excellent customer service means in terms of supporting Film Clubs and accounts and how to implement it
- Good working knowledge of CRM and associated data systems, campaign measurement tools, analytics, metrics and insights
- A good understanding of the education market and curriculum (formal and informal), and how teachers can use film (and the arts more broadly) to meet their teaching and learning objectives
- First-class communication skills (verbal and written)
- Good time and project management skills, and an ability to prioritise a busy work schedule

### Desirable

- Familiarity with the Microsoft Office and Salesforce
- A love and knowledge of film

All employees regularly working with children will be required to undertake an enhanced DBS check (and/or Access NI check or Disclosure Scotland check, depending on working location).

Please note that job descriptions are likely to evolve and change as the new organisational structure embeds and the organisation develops.