



JOB DESCRIPTION

Position Title: Customer Operations and Service Manager

Department: Member and Volunteer Services

FLSA Status: Exempt

Reports to: Director of Member and Volunteer Services

Last Reviewed: October 2019

Supervises: Member Engagement Staff

BASIC FUNCTION

The Customer Operations and Service Manager plays a pivotal role at the American Association of Diabetes Educators, ensuring that our infrastructure -- database, contact center, and other platforms-- serves our customers and organization well. The Customer Operations and Service Manager also excels at database management and data analysis to understand customers, improve operations, and develop effective service strategies. This role requires strong relationship skills to work with vendors, other department staff as well as mentor, oversee, delegate to, and work with a customer service team of two full-time Member Engagement staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Contact Center Management (45%)

- Oversee, work collaboratively with and improve the impact of the customer service team consisting of this role and two Member Engagement staff. Collaborate with AADE staff and other stakeholders to understand, support and satisfy the unique needs of AADE members, non-member purchasers and other organization customers.
- Develop standards to ensure customer service is consistent, accurate, and prompt; working with customer service staff to achieve pre-determined performance standards.
- Advocate for an exceptional customer/member experience. Assist in the development and implementation of strategies and solutions that improve customer satisfaction and retention.
- Work with customer contact center staff to envision and develop service level agreements between Information Technology, Education and other departments as needed to proactively address and as appropriate, to troubleshoot and resolve technical and service-related issues as they arise.
- Maintain departmental project log of activity with input from Director of Member and Volunteer Services.

Database and Data Management (40%)

- Be the primary champion of the Association's Management System (AMS) and Customer Relations Management (CRM) system, NetFORUM. Train staff across the organization to effectively and efficiently use the platform to enhance the association's work.

- Manage customer data stored in the AMS; working with Director and other stakeholders, develop and maintain data management, integrity standards and protocols to ensure data entry and management activities are consistent.
- Oversee recruitment and renewal operations, working with vendors and staff, to conduct accurate and effective recruitment and renewal process activities on a routine basis.
- Work closely with the Finance department to ensure accurate transactional information is recorded in the AMS.
- Proactively look for ways to improve utility of data and troubleshoot when issues arise.
- Develop both routine and ad hoc queries and reports. Serve as a resource to others regarding the data dictionary, table structure and inventory of queries and reports related to the Member and Volunteer Services department. Share metrics and insights broadly to benefit the organization.
- Be a conduit and connector between other departments and work collaboratively with other teams, looking for ways to improve data management and customer experience.

Other duties (15%)

- Manage and maintain vendor relationships— monitor performance, manage bids and contract process related to AADE’s Career Center, as well as AADE’s selected telemarketing, print and fulfillment partner.
- Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong relationship skills including demonstrated experience managing and developing relationships with staff, members and vendors.
- Demonstrated understanding of customer experience fundamentals.
- Demonstrated understanding of information technology concepts and utilization.
- Self-motivated problem solver.

EXPERIENCE/EDUCATION

- Bachelor’s degree required, preferably in related field.
- Minimum of 3-5 years’ work experience with Customer Relations Management (CRM) systems or Association Management System (AMS).
- Demonstrated expertise with operations management, statistics, data management and data analysis required.
- Supervisory experience required; 2-3 years preferred.
- Prior experience in a healthcare association or professional environment a plus.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional overnight and out of state travel may be necessary.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours and non-traditional hours to perform department job duties. May require occasional participation and attendance at organization sponsored events and meetings across the country.