

Role: Customer Engagement Assistant – Digital Signage

Reports to: Customer Engagement Manager

Location: Scottish Event Campus, Glasgow, site-based role

Contract Type: Permanent, Part-Time (21 hours per week)

Role Summary

The 'Customer Engagement Assistant – Digital Signage' will work within the Customer Experience Team, collaborating across customer engagement and customer journey workstreams. The role involves supporting the Customer Experience Team Manager and Event Management Team in delivering outstanding events. Duties include client content formatting, scheduling, and digital signage management, ensuring customer service excellence for colleagues, partners, contractors, and visitors.

Key Responsibilities

- Maintain the functionality of digital signage platforms across the campus by reviewing the training manual and providing feedback to the line manager.
- Develop a strong understanding of system functionality to support internal and external clients' digital service delivery.
- Maintain a stock of accurate and current digital content templates, removing outdated or obsolete content.
- Assist in responding to internal and external customer feedback and complaints in a timely and professional manner, adhering to Customer Experience procedures and standards.
- Format and schedule internal and external event content delivery within agreed timelines, escalating potential resource shortfalls to the line manager promptly.
- Update tracking tools to report content received and displayed per event, providing updates to the line manager.
- Conduct standard risk assessments for incoming communications, ensuring consistent escalation of risk-related issues across the business.
- Support the improvement of standard responses and policies to ensure consistent customer responses across the organisation.
- Review and provide feedback on client or third-party digital management compatibility instructions to the line manager.
- Adopt and integrate technology and digital processes within the Customer Experience Team to ensure effective systems for outstanding customer experiences.

Required Skills and Experience

- Experience in customer-facing roles, ideally within events, hospitality, or a similar fast-paced environment.

- Proficiency in digital content management, including formatting and scheduling digital signage or similar platforms.
- Strong IT skills, with experience using content management systems and digital tools.
- Ability to collaborate effectively with cross-functional teams, including Technical and Event Management teams.
- Excellent communication skills, both written and verbal, to liaise with clients, partners, and internal teams.
- Familiarity with risk assessment processes and escalation protocols.
- Experience in maintaining accurate records and using tracking tools for reporting purposes.
- Knowledge of digital signage systems or a willingness to quickly learn system functionality.

Key Competencies

- **Customer Focus:** A passion for delivering exceptional customer service to colleagues, partners, contractors, and visitors.
- **Teamwork and Collaboration:** Ability to work seamlessly with diverse teams to achieve shared goals.
- **Attention to Detail:** Ensuring accuracy in content management and adherence to timelines.
- **Adaptability:** Thriving in a dynamic, fast-paced environment with the ability to manage multiple priorities.
- **Problem-Solving:** Proactively identifying and addressing challenges, escalating issues when necessary.
- **Initiative:** Taking ownership of tasks and demonstrating a proactive approach to improving processes.