

Job Description

Engagement Executive

Job Title:	Engagement Executive
Reporting to:	Engagement Manager
Team:	EAP Team
Contract	Permanent, Full-time
Location	Farringdon, London, EC4M 5UY with remote working and attending client venues as required
Salary	£32-34k

Primary Purpose of Job

The primary purpose of the job involves assisting the Engagement Manager, Services Director and wider Employee Assistance Programme (EAP) team with the operational management of the EAP.

The Engagement Executive (EE) plays a key role in building long-term trusted advisor relationships with our EAP clients ensuring subscriber loyalty and client retention and ongoing satisfaction with the EAP service.

Working closely with the Engagement Manager you will help own the overall relationship with our EAP subscribers. This includes onboarding new subscribers, retention, and growth of our existing EAP subscriber base.

You will do this by sharing product knowledge and guidance to drive utilisation and engagement within their respective employee populations thus ensuring successful adoption of the EAP by clients as soon as possible.

Key Responsibilities

Account Management:

- Building trusted advisor relationships when onboarding clients and with existing subscribers.
- Maintaining and developing relationships with existing clients.
- Marketing – develop marketing and promotional materials and support with orders for these as required.
- Identify and resolve challenges with product adoption encountered by our subscribers.
- Escalations - pro-actively dealing with escalations to resolve client issues satisfactorily within operational and clinical guidelines.
- Keep up to date with HA wellbeing product road map.
- Collection of client feedback on EAP and wellbeing platform to support further development of the programme and wider wellbeing services.
- Keeping up to date with industry related news and sharing this with the EAP and wider HA team as required.

Onboarding:

- Regular product knowledge training for clients (online and onsite), including monthly client onboarding webinar.
- New subscribers - ensuring delivery of commitments made to new clients.
- Support the design and optimisation of the client journey and onboarding processes.

Engagement and Client Retention and Renewals:

- Monitoring and active reporting on client usage data - including production of 6-monthly client reports and identifying gaps in usage and engagement.
- Creating tailored engagement plans where appropriate.
- Management of CRM and other related platforms to monitor customer satisfaction through available metrics.
- Support with client renewals.
- Support with upsell opportunities at renewal.

General:

- Attend partner events and speak on behalf of Hospitality Action when required e.g., conferences, exhibitions and stakeholder meetings, and be 'hand's on' supporting at EAP and other charity and related events.
- Willingness to work flexibly and sometimes remotely with occasional out of core hours work (time off in lieu given) as per business need.
- To operate in accordance with all policies, procedures and guidelines of the EAP service.
- Maintain confidentiality in all areas of the role in line with procedures and Data Protection legislation.
- Work with colleagues to foster a co-operative, flexible and team-focused environment.
- Any other duties that may be reasonably required from time to time.

Skills, Knowledge & Personal Attributes

- A minimum 2 years' experience in a customer success or account management role in either the hospitality industry or for a health and wellbeing service provider, e.g., EAP or digital health and wellbeing services.
- Entrepreneurial spirit with a drive to make an impact on the overall success of the EAP.
- Confidence in your ability to maintain and develop our market share in the EAP and wellbeing space.
- Empathetic with an ability to understand others' viewpoints.
- Highly adaptable and quick to learn new information.
- Excellent relationship building skills.
- Good writing skills and communication skills with an eye for detail.
- Good organisational and planning skills, to manage tasks and prioritise effectively.
- Strong team-player who is self-motivated, enthusiastic, and passionate about working for Hospitality Action and the hospitality sector.
- Experience using a CRM database and Microsoft Office programmes.