

<b>Job Title:</b>	<b>Overseas Challenge Coordinator</b>
<b>Reports to:</b>	<b>International Challenge Manager</b>

## Job Description

### WHO ARE ACTION CHALLENGE?

We specialise in challenging outdoor events; we're based in London, have been in business for 20 years, and from the outset our focus was on group travel & adventures to stunning destinations across the globe, with a style of fully supported trips that enabled ordinary people to push themselves further. We're proud of the lengths we go to, to bring our clients unforgettable experiences; but what makes our challenges special is the way our groups bond together, with new friendships forged, and horizons broadened.

Innovation is at our core, and we've delivered some of the UK's most successful mass participation events. Our 2022 Ultra Challenge Series will see 30,000 adventurers covering over 2 million km between them. We've organised successful bespoke events for clients – including an award winning Lands End to John O'Groats relay for 000's of Tesco colleagues. We deal with 500 or so UK charities, and many participants link their physical challenge with a fundraising challenge – and by the close of 2022 we hope to celebrate cracking the £100 million fundraising-to-date barrier. We have a range of clients – from thousands of individuals & groups of friends to the UK's biggest charities & FTSE 100 companies.

We are keen on our work-hard ethic as we're always seeking to provide better & better experiences for our customers, to deliver great value, and to keep welfare & safety at the top of the list. We do our best to minimise any impact on the local environment & communities which we visit and will often make a donation to an appropriate organisation to help with the up-keep. Raising much needed funds for good causes is central to our work – and we deal with charities of all sizes on a fair and equitable basis. Visioning, planning, and delivering top quality challenge events needs a top-quality team – and we're proud to employ hundreds of dedicated professionals to deliver our events, as well as developing many young recruits.

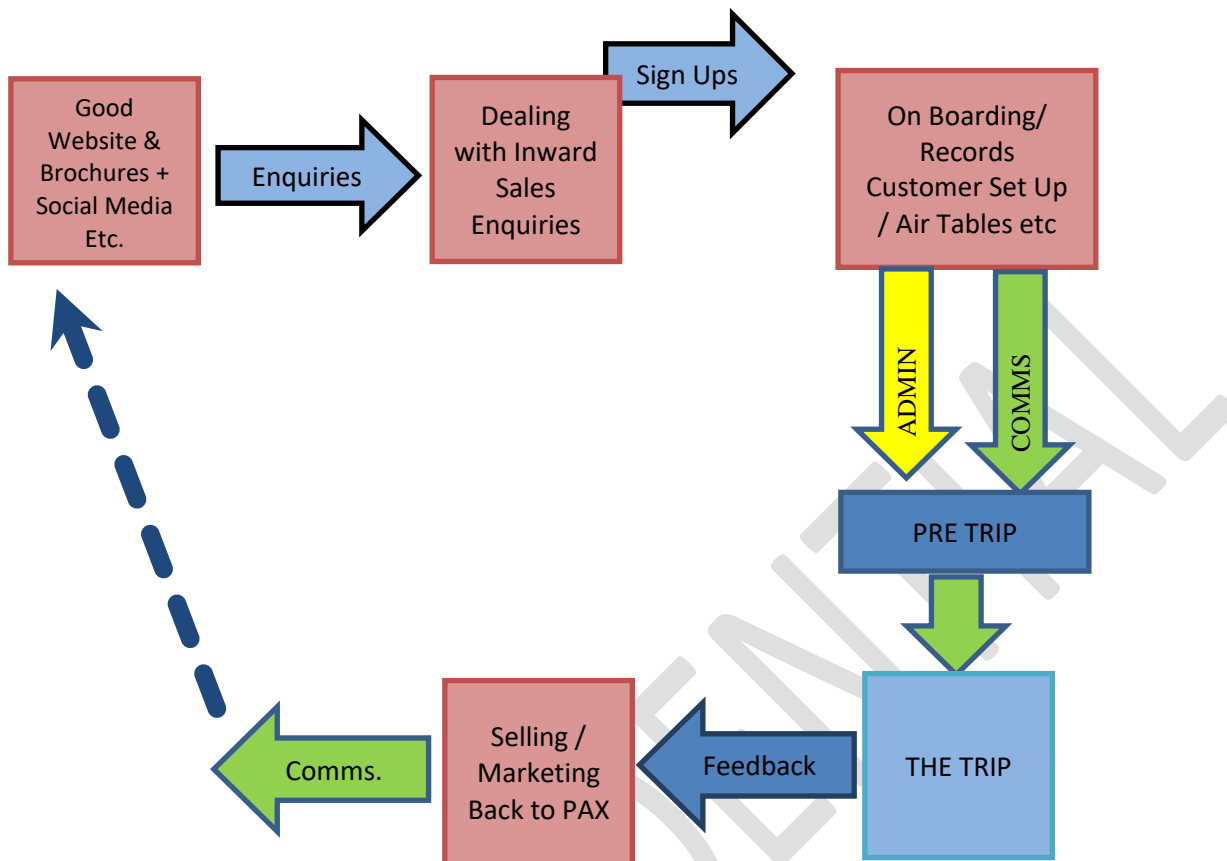
### OVERVIEW OF THE ROLE

This role has oversight of the day-to-day customer service delivery of our overseas challenges, managing the 'customer journey' for our group trips as the business recovers and grows once again ('Open' & Bespoke groups).

The primary responsibility is to coordinate with Action Challenge's customers, and to manage the accompanying processes, to ensure that our customers are well prepared and the operational plans are delivered effectively - from pre-booking to post-trip. This role has the responsibility for delivering a 1<sup>st</sup> class service level setting us apart from our competitors, ensuring our customers return year on year, and become advocates for our brand. You will be responsible for making sure the end-to-end customer journey runs smoothly, from getting participants to register to following up with participants post-challenge to ensure that we're their choice for their next adventure!

The second focus of this role is supporting business development. Working closely with the International Challenge Manager you will support them to develop a new series of systems and processes to improve customer service along the journey.

## The Customer Journey – In Brief!



### KEY RESPONSIBILITIES ACROSS 'THE JOURNEY'

- **Website & Social Media**
  - Supporting the team to keep Action Challenge & Kilimanjaro websites - trips / dates & prices / registration forms etc
  - Support International Challenge Manager to create and update online registration forms for the websites (Cvent)
  - Overseeing Social Media sites and a programme of content
- **Participant Support and Communications**
  - Lead on managing all incoming enquiries from participants (inboxes / Zen Desk / Phone etc) in a proactive manner, within our expected response times
  - Leading on maintaining and developing all email communications
  - Ensure the CRM is always up to date
  - Lead on ensuring all pre-determined 'customer journey' e-mails are sent, accurate & 'on-brand'
  - Responsible for ensuring the challenge app material engaging and up to date and distributed in a timely manner
  - Track & chase all participants for final details to ensure customer records are up to date before departure date
  - Ensure operations information is up-to-date and timely
  - Support International Challenge Manager to build relationships with charities for fundraising participants

- Assist International Challenge Manager in developing more efficient & accurate ongoing admin processes
- **Trip – and Post Trip Communication & Feedback**
  - Solicit and review post-event feedback from participants, flag urgent issues raised via feedback forms, and track improvement suggestions
  - Coordinate event photography & feed into a consistent social media output
  - Develop a strong post-challenge journey for participants to increase engagement
  - Review website material / brochures to ensure it reflects reality
- **Support International Challenge Manager and the Team with any other ad-hoc duties**

## KEY DELIVERABLES FROM THE ROLE

- ✓ Ensure that the customer journey is excellent – and is delivered on time & efficiently, driving **increased customer satisfaction and loyalty**.
- ✓ Ensure that inward sales enquiries are effectively managed, with response & resolution falling within SLAs – and **leading to strong level of sign-ups for trips**
- ✓ Ensure that all enquiries and queries from customers are effectively managed, with response & resolution falling within SLAs – and **leading to a high level of customer satisfaction**
- ✓ Ensure all customer, trip, finance records & tracking systems, and admin processes are running to spec, with short time to resolution in case of issues – leading to an **efficient operation and lower levels of customer dissatisfaction**
- ✓ Excellent post trip communication and contact – with feedback welcomed, complaints dealt with professionally, **customer loyalty boosted, and more future bookings on to trips!**

## Personal Attributes

### *Essential*

- Commitment to aims, ethos and culture of Action Challenge
- Experience in a customer service role
- Ability to provide excellent customer service to a wide range of enquiries and participants of different ages, backgrounds and cultures
- Self-starter with an enthusiastic, positive and flexible attitude
- Ability to work well under pressure, prioritise workloads and work both reactively and proactively
- High degree of organisational ability to meet deadlines for varied workloads
- Excellent interpersonal and communication skills, both written and verbal
- Proven planning skills
- Strong relationship building skills
- Ability to work collaboratively with a team and across departments
- Understanding the need to maintain confidentiality over personal information relating to staff and participants
- Willingness to attend evening or weekend activities and a flexible approach to the hours worked to meet the demands of the role
- Experience with Microsoft Office products (Word, Excel, Outlook etc)

### *Desirable*

- Degree in relevant subject (travel, event management, sport)
- Knowledge of Action Challenge international and UK events
- Experience with CRM or data management systems
- Experience in the travel industry

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