

# Job Description

## Senior Advisor, Knowledgebase, Engagement and Communication

### Role Description (purpose):

As Senior Advisor, Knowledgebase, Engagement and Communication within the Contact Centre Operation, you will be responsible for producing, maintaining and promoting content and use of the knowledgebase system. You will do this by filtering, coordinating all communication and information to the Contact Centre and other guest facing functions. You will provide trends to senior managers regarding usage, peaks and popularity of content. You will respond to communication and change received to ensure content is updated on a regular basis and in accordance with business and policy changes.

You will also be responsible for ensuring all communication to the Contact Centre is structured and effective, taking in to consideration time and recipients, also updating the knowledgebase in a timely manner with relevant updates as required.

Engagement and Wellbeing will be at the heart of everything you do. Continuously thinking about how we can improve the engagement of the CCO by webinars, events, articles and additional activities for participation.

<b>RUI:</b> (if updating existing JD)		<b>Grade:</b> CUK12	<b>DBS check required</b>	Not Applicable	
<b>Directorate:</b> (Operating Company where Applicable)	Shared Services	<b>Reports to:</b>	Jessica Sherwood		
<b>Function:</b>	Contact Centre Operations	<b>Team:</b>			
<b>Direct reports :</b>	NA				

### Accountabilities

#### Knowledgebase Responsibilities

- To keep the knowledgebase up to date with information relevant and accurate to the business and ensure its continued improvement through easily consumable content.
- To pioneer and drive the evolution of the knowledgebase through refreshing of content as well as keeping up to date with new system changes and developments.
- To translate relevant CUK information into usable content for our CCO and other guest facing functions
- Responsible for the usage of the knowledge management tool by actively encouraging our people to use the system
- Responsible for organising regular internal and external review meetings to ensure accuracy of information
- Responsible for file management, ensuring version control is in place

#### Engagement Responsibilities

- Initiate and lead on wellbeing initiatives that will improve the engagement of the CCO
- Provide information, advice and guidance on best ways of working
- Have CCO wellbeing at the heart of everything we do

#### Communication Responsibilities

- To work on new projects that need to be delivered within the CCO and wider business
- Communicate messages, big or small, to the CCO using the most effective method
- Initiate new ways of working based on best practise and continuously improving
- To Work collaboratively with other departments to ensure the guest is at the heart of all that we do
- To be aware of the wider issues affecting the business and the impact on our guests and react to them as required

#### Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of you and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager/supervisor/team leader

- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks
- Appoint shore side risk assessment Subject Matter Experts as required to review and approve risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our safety leadership behaviours

### General Responsibilities

Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).

To undertake ad hoc duties as required.

### Technical (including systems) and/or Professional Responsibilities

- Responsible for driving the use of the knowledgebase making this resource even more integral to contact centre by monitoring usage, understanding and reporting against KPIs
- Responsible for conducting regular review meetings to ensure accuracy of information
- Standard communication via letter, call outs, email and SMS

### Administration Responsibilities

- Undertake administrative functions for the team, including meeting planning and answering enquiries via the telephone and email
- Maintain a high level of professionalism particularly when dealing with confidential information
- Ensure our plans are available in a format that is easy to manage and deploy

### Other Responsibilities

- To accept responsibility for self-development
- To encourage team work and a good team spirit, pro-actively assisting colleagues and helping others maintain excellent levels of customer service
- Help create and manage competitions, events and incentives for the Customer Contact Centre
- Drive revenue opportunities through the use of competitions using on and offline tools as well as engaging working with peers to ensure best approach

### Demonstrable Behaviours (what needs to be demonstrated in 'how' to be successful in the role) :

#### Self Mastery

Is direct, truthful and trusted, and can see how own behaviors impacts others. Learns from experience, feedback and takes action to continuously improve. Faces difficult issues with a positive attitude.

#### Improve & Innovate

Remains calm when facing uncertain situations. Appreciates both internal and external customer needs to inform action. Generates useful ideas that are new, better and enhance guest or people experience. Implements efficient and sustainable solutions.

#### Engage & Empower

Provides input and takes ownership of tasks. Seeks to understand different perspectives. Treats everyone as an individual. Supports others and contributes to a positive working environment.

**Accountability & Commerciality**

Displays a can do attitude in good and bad times. Follows through on commitments. Takes personal responsibility for decisions, actions and failures. Makes decisions based on facts, guest and people experience.

**Inspire & Achieve**

Comfortable with dealing with concepts and complexity. Looks ahead to propose future solutions and ideas. Understands the vision and recognizes their contribution. Has a clear connection between own aspirations and goals to the company goals.

**Knowledge, Experience and Qualifications required:****Qualifications – essential:**

- Educated to at least A level or equivalent

**Knowledge/ Experience / Skills – essential:**

- Experience within content via a knowledgebase
- Knowledge of campaign management
- Experienced in a customer service role with excellent telephone and written skills
- Microsoft Office Proficient
- Attention to detail
- Methodical and articulate
- Good understanding of the travel industry
- Proactive

**Qualifications – desirable:**

- Educated to degree level

**Knowledge/ Experience – desirable:**

- Broad experience of Carnival UK product, departments and procedures

**Issue Date:**

August 2021

**Issued by  
(name):**

Jessica Sherwood

**REWARD ONLY**

Grade: CUK12

RUI: 472

Date Approved: 01/09/2021

Initials: AW