



CLYDE VALLEY
GROUP

Customer Experience Manager



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Welcome

from our Customer Service Director



Dear Candidate,

I am so pleased you have taken the time to review this recruitment pack and you are considering this great opportunity to join us at Clyde Valley in this pivotal role.

This is a new role for Clyde Valley and one that we are extremely excited about. Our customers are the reason that we exist and, at the core of our purpose and work is our collective ambition to provide the best customer experience possible at all times. This role has been created to provide us with the opportunity to gain proper insight and learning from our customers and colleagues in order to drive this improvement in customer experience and outcomes.

I joined Clyde Valley in June 2019, and I can honestly say you will feel so welcomed by the Clyde Valley team should you come and work with us. We are an organisation that is people centred with a caring culture where people want to do the best they can for our customers and their colleagues.

Founded in 1996 through a stock transfer of around 1,000 homes we have grown to almost 5,000 homes today through a number of small stock transfers and an ambitious new build programme since the early 2000s.

We want to achieve the right balance of investing in new and existing homes and services whilst offering our customers great value for money. We recognise the pressures our customers face. As we continue to grow, we are setting ourselves the challenge of keeping our costs down, increasing how efficient we are and driving up productivity. You can help us do this.

Clyde Valley Housing Association wants every member of its team to realise their potential, so we can meet future challenges, spot new opportunities and deliver something exceptional for customers. We encourage and support professional development across Clyde Valley and have a really positive attitude to growing our people.

We seek colleagues who share our culture of fun, collaboration, positivity and ambition and would really welcome your application.

Good luck in the process.

Fin Smith

CUSTOMER SERVICE DIRECTOR

About Clyde Valley Group

Who We are

The Clyde Valley Group (CVG) is a thriving social business and registered charity recognised for innovative and partnership approaches to meeting community needs. Clyde Valley Housing Association (CVHA) is a Registered Social Landlord (RSL) partner in Lanarkshire and East Dunbartonshire. CVHA is the Group's main operating company and has a track record of delivering housing management, scheme development and high-quality housing services for a diverse range of customers. Our Group continues to grow, and we now own over 4,900 homes and provide factored services to more than 3,000 owners. We are proud that people see us very much as a local and regional landlord and employer. We make a notable difference to lives and communities, including to help meeting housing needs.

Our Vision



“ Shaping a brighter future by building vibrant, inclusive communities. ”

Our Values

BE all about the customer



Customers are our first priority and they drive everything we do and how we do it. This means we will make sure we know our customers well, do the right thing, and always deliver on our promises.

BE Inclusive



We create an environment where everyone feels comfortable and confident to be themselves, embracing differences and providing equitable opportunities for all.

BE caring



Most importantly we are people centred, we will listen and support customers and each other.

BE driven by excellence

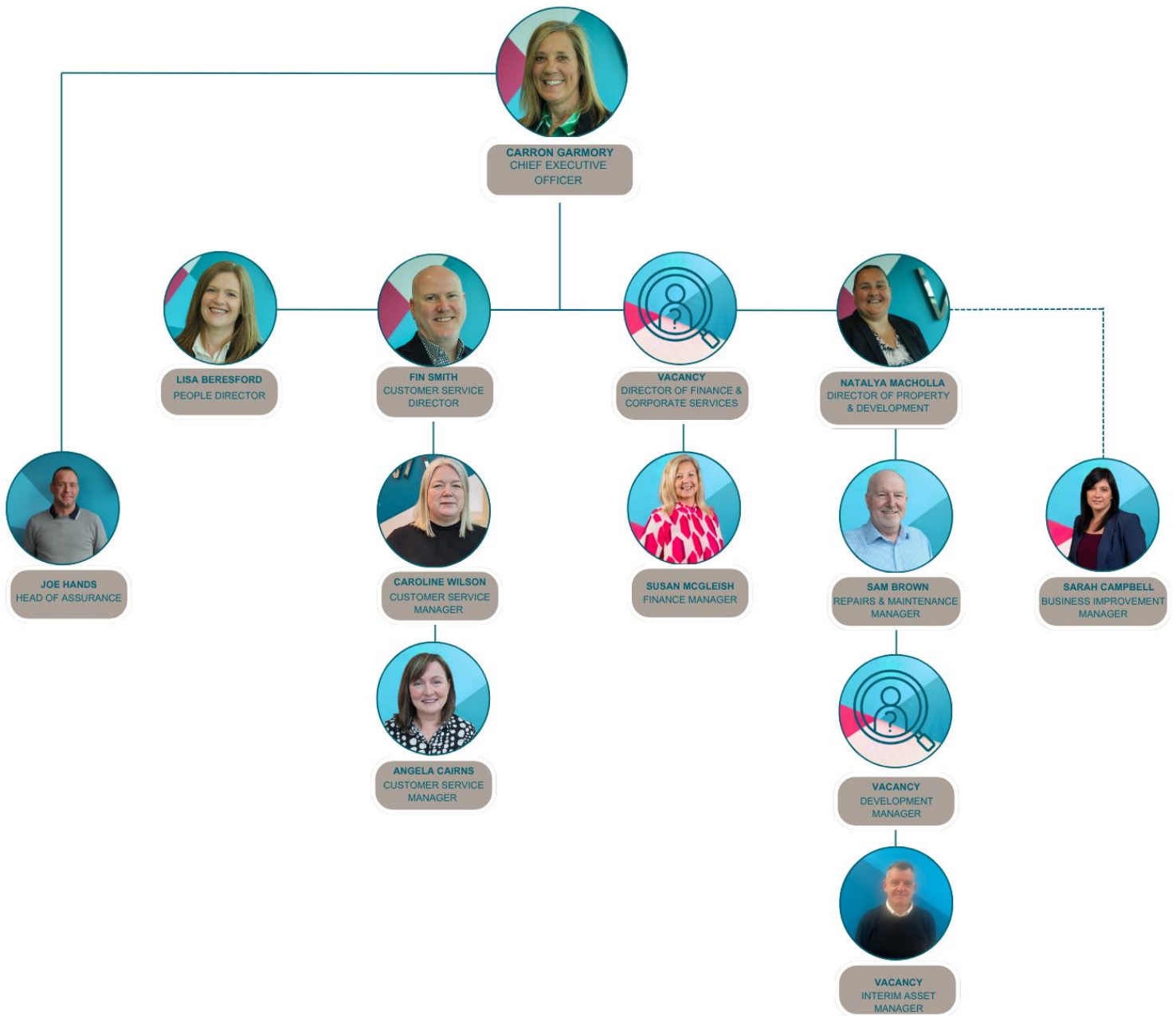


Our CVG team is relentless about doing better for customers, learning and focused on improving performance, doing more for customers and reducing customer effort.

Together we make the difference

Great teamwork matters and we will work together in enjoying what we do and making life easier for customers

Clyde Valley Group Structure



Role Profile

Job Title:	Customer Experience Manager
Salary:	£58,052 - £61,206 (EVH SM2 – SM4)
Hours:	35 hours per week
Responsible for:	Contact Centre, Customer Engagement, Customer Experience
Reports to:	Customer Service Director

Overall Purpose

- Reporting to the Customer Service Director, the Customer Experience Manager (CXM) will provide strategic and operational leadership for customer-facing services and for overall customer experience across Clyde Valley Group.
- The postholder will lead and manage the Customer Contact Centre and the Customer & Community Engagement teams, while acting as the group-wide lead for customer experience. This includes designing, delivering and embedding effective approaches to customer feedback, insight and engagement, and ensuring that learning from customer feedback is systematically used to drive meaningful improvements in services and customer outcomes.
- The role works collaboratively with operational managers and teams across the Group, influencing service design, performance and culture to ensure that customer experience is consistently excellent, inclusive and aligned with our values and regulatory requirements.
- The Customer Experience Manager is a key member of the management and leadership teams and contributes to the delivery of the Group's Corporate Strategy.

Key Accountabilities

- Provide strategic leadership for customer experience across Clyde Valley Group, ensuring a clear, consistent and customer-centred approach.
- Lead and manage the Customer Contact Centre Team and the Customer & Community Engagement Team, ensuring high performance, continuous improvement and positive staff experience.
- Ensure that the principles and practices of the Scottish Approach to Service Design guide how we explore, understand and improve customer experience.
- Design and deliver a coherent approach to capturing, analysing and using customer feedback, insight and engagement activity across all services and channels.
- Use customer insight gained from customer feedback, complaints, engagement activity and equality data to identify trends, inequalities and opportunities, translating this into service improvements and measurable outcomes.

- Work collaboratively with operational managers and teams to translate customer insight into service improvements and measurable outcomes.
- Ensure customer insight, learning and performance are visible and accessible to colleagues and customers through clear reporting and communication.
- Champion customer experience excellence, inclusion and accessibility across the Group.
- Ensure that customer and community engagement activities are aligned with overall organisational priorities and that these activities are informed by customer insights and inform improvement activities.
- Ensure effective policies, procedures, systems and governance arrangements are in place for all relevant areas.
- Provide robust performance management, reporting and assurance on customer experience, satisfaction and outcomes.
- Contribute actively to the Management and Leadership Teams.
- Carry out all Management duties effectively including financial budgets, Health & Safety standards, Equalities, Performance Management and Risk Management, ensuring that the highest standards of governance, regulation and compliance are upheld and adherence to all relevant policies and procedures.

Detailed Duties & Responsibilities

Customer Experience & Insight:

- Act as the organisational lead for customer experience, ensuring that customer perspectives inform strategy, service design and day-to-day operations.
- Develop and maintain a framework for customer feedback, insight and engagement, including surveys, engagement activities, complaints learning and customer scrutiny.
- Ensure customer feedback and insight is effectively analysed, shared and translated into clear actions and continuous service improvements across the organisation.
- Champion customer experience excellence, inclusion and accessibility to identify trends, inequalities and barriers, informing inclusive service design and decision-making to improve outcomes for diverse customers.
- Coordinate the Group Complaints Process to ensure quality and consistency of responses.
- Lead on learning from complaints and service failures, ensuring that lessons are embedded and aligned with wider customer insight and improvement priorities.
- Champion customer experience excellence, equity, inclusion and accessibility across the Group, ensuring services are fair and responsive to the needs of all customers.
- Utilise the principles of the Scottish Approach to Service Design to guide how we explore, understand and improve customer experience.
- Ensure that the actions and activities associated with the Customer Engagement Framework and Tenant Participation Strategy are delivered on.
- Work closely with our established Customer Panel to plan activity and respond to scrutiny reviews.
- Promote digital inclusion and accessible services, ensuring customer experience is equitable across all channels.

- Ensure that customer experience approaches and service improvements reflect CVG's Equity, Diversity & Inclusion commitments, reducing inequalities and improving access for under-represented or vulnerable groups.

Service Leadership & Delivery

- Lead the delivery of a high-performing, responsive and customer-focused Contact Centre service.
- Lead and support effective customer and community engagement, ensuring meaningful involvement and influence.
- Ensure services are resourced, structured and skilled to meet customer needs and demand.
- Work collaboratively with colleagues across the Group to improve end-to-end customer journeys.
- Contribute to external accreditation, regulatory returns and assurance activity relating to customer experience.
- Design and provide staff training on Customer Experience.

Collaboration & Improvement

- Work in partnership with operational managers and teams across CVG to co-design and deliver service improvements, driving collaboration, alignment and shared ownership of customer outcomes informed by customer insight.
- Support a culture of continuous improvement, innovation and learning.
- Act as a key point of contact for customer experience-related projects, audits and reviews.
- Represent the Group at relevant internal and external forums, customer events and working groups.

People Leadership & Management

- Provide a coaching, values-led leadership style, empowering colleagues to perform at their best, encouraging innovation, accountability and continuous improvement.
- Work collaboratively across CVG to contribute to and promote delivery of our Corporate Strategy, demonstrating behaviours that align with our purpose, values and Leadership Charter.
- As line manager ensure performance management, personal development and succession plans are in place for all employees and where possible, opportunities for career development and progression are made available.
- Promote fair access, equity and inclusion in all aspects of work, role modelling inclusive leadership behaviours and advancing CVG's Commitment to Equity, Diversity and Inclusion.
- Demonstrate commitment to the health, safety and wellbeing of our colleagues and customers ensuring compliance with CVG Health and Safety Policy and others as relevant.
- Ensure that the individuals and teams within your remit are suitably qualified and skilled and that they work collaboratively with other CVG teams to deliver effective processes and joint outcomes.
- Foster a culture of collaboration, learning and accountability, where colleagues feel empowered, supported and responsible for high-quality outcomes.

Governance, Performance & Resources

- Manage workload to meet priorities and deadlines using flexible and robust approaches.
- Ensure robust systems of work are in place to prioritise, manage and deliver outcomes across the relevant service areas.
- Ensure effective systems, data quality and governance arrangements are in place to support customer experience, insight and reporting.
- Ensure compliance with legislative, regulatory and policy requirements relevant to your remit.
- Manage the Customer Service Excellence accreditation process on behalf of the Group.
- Manage budgets and resources within delegated authority.
- Procure and manage relevant contracts, ensuring compliance with the Procurement Manual, Scheme of Delegation, Standing Orders and other relevant policies.
- Ensure high-quality management information and reporting to support decision-making and assurance.
- Act as main point of contact on any relevant audit or assurance activities and lead on delivery of any relevant improvement actions.
- Within your area of responsibility, evaluate and mitigate risk, ensuring compliance with Group Strategy, regulatory and statutory requirements, adherence to budgets and achievement of best value and continuous improvement in service efficiency and effectiveness.

The Role Profile is intended to provide an outline of the post of Customer Experience Manager. The roles and responsibilities may alter due to changes in service delivery requirements, legislative changes, new technology or other external factors and therefore the postholder may be required to carry out additional duties as allocated by the Customer Service Director.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Relevant professional qualification or demonstrable equivalent experience. 	<ul style="list-style-type: none"> CIH qualification or qualification in customer experience, service design, engagement or leadership
Experience	<ul style="list-style-type: none"> Significant experience of leading customer-facing services in a complex organisation. Managing and motivating multi-disciplinary teams. Designing and using customer feedback to drive service improvement. Working collaboratively across teams and services. Performance and budget management. Complaint handling and learning from complaints. 	<ul style="list-style-type: none"> Experience in the social housing or public sector Leading organisational change or culture change initiatives Working with customer scrutiny or engagement panels Experience of the Scottish Approach to Service Design
Knowledge / Understanding	<ul style="list-style-type: none"> Customer experience and service improvement methodologies. Inclusive and accessible service delivery. Housing or regulated service environment. Use of data and insight to drive improvement. 	<ul style="list-style-type: none"> Knowledge of social housing regulation and the Scottish Social Housing Charter Digital customer experience and channel shift
Skills	<ul style="list-style-type: none"> Confident in the use of data, feedback and reporting systems to generate insight and support evidence-based decision-making. Ability to present complex information clearly to senior stakeholders. Excellent interpersonal skills Strong leadership and influencing skills. Excellent communication and relationship-building skills. Strong written communication skills, including producing clear reports, strategies and briefing papers. Analytical and problem-solving skills. Ability to translate insight into action. Strategic and Organised – able to manage competing priorities 	

	Essential	Desirable
	<p>flexibly whilst maintaining focus on long-term goal.</p> <ul style="list-style-type: none"> Facilitation and co-design skills, with the ability to lead workshops and collaboratively develop solutions with colleagues and customers. 	
People Leadership	<ul style="list-style-type: none"> Proven ability to create and sustain a high performing, positive team culture where colleagues feel motivated, valued and empowered. Ability to inspire and develop teams to deliver excellent, customer centred services, with a strong focus on colleague connection to customers. Skilled relationship builder, able to resolve conflict constructively and actively promote colleagues' health and wellbeing. Strong commitment to CVG's values and the ethos of the social housing sector. 	<ul style="list-style-type: none"> Coaching or mentoring Experience
Personal Qualities	<ul style="list-style-type: none"> Commitment to the ethos and values of CVG. Integrity and resilience – demonstrate integrity, honesty, confidentiality, determination, and adaptability under pressure. Customer focused, consistently striving to deliver the best outcome for customers. Communicates openly and honestly, building trust and credibility. Treats other with dignity and respect, valuing different perspectives and experiences. Accountable and results-oriented taking responsibility for actions, decisions and outcomes. Open minded and adaptable, embracing change and new challenges. Collaborative approach, working positively with colleagues to achieve shared goals. Promotes and supports the wellbeing of colleagues, recognising its importance in creating a positive, inclusive and high-performing workplace. 	

	Essential	Desirable
	<ul style="list-style-type: none"> • Reflective and self-aware, using learning to support personal development • Commitment to equity, diversity and inclusion. • Innovative and forward thinking, bringing creativity and new ideas to improve services. 	
Other		<ul style="list-style-type: none"> • Driving licence

Your Application

To apply, please visit our website <https://cvha.org.uk/work-with-us>


- Click on **Current Vacancies**.
- Click on the link on the advert which will take you to our online application process through BambooHR.
- Complete your personal details.
- Upload a comprehensive up-to-date CV which shows your full career history.
- Upload a Supporting Statement explaining why you are interested in this role and how you match the person specification placing focus upon the Essential and Desirable criteria and how your previous experience matches this.
- Give details of two professional referees, they will only be contacted with your permission at offer of employment stage.
- Complete the declaration questions.

Please note that applications can only be considered if all the documentation is complete. This includes both the CV and supporting statement.

We would encourage you to read our application guidance notes below, which should be helpful in tailoring your application to the role profile.

We understand that some applicants may use AI, however, this should be done responsibly and ethically to demonstrate your skills in your application, please don't allow it to overshadow your own unique voice.

While we appreciate innovative approaches, we also value authenticity. Our assessment considers both the content of the application and how it was created, ensuring fairness and inclusivity for all applicants. At the end of the day – we want YOU to work for us!



If you have any questions or require reasonable adjustment to support you at this stage, please get in touch to let us know how we can help by contacting our People Team via recruitment@cvha.org.uk

If you would like an informal discussion about the role, please contact Fin Smith, Customer Services Director, Fin.Smith@cvha.org.uk prior to 3rd July 2026.

If you wish to find out more information regarding the Clyde Valley Group, you can visit our website at www.cvha.org.uk

Closing date for Applications: **5pm 15th July 2026**

Interviews are expected to take place: **Wednesday 29th and Thursday 30th July 2026**

Key Terms & Conditions

REMUNERATION & BENEFITS

- EVH Grade SM2 – SM4 Salary band: £58,052 - £61,206 per annum
- Defined contribution scheme (Employer contribution of 9.6%, minimum 5% employee contribution)
- Flexible and agile ways of working
- Excellent learning and development opportunities
- Clyde Value (employee discounts and benefits platform)
- Health and wellbeing initiatives
- On-site gym
- Up to 20 agile leave days per year

HOLIDAY ENTITLEMENT

40 days leave per year (inclusive of 15 public holidays)

WORKING HOURS

Agile ways of working between 7am and 7pm

LOCATION

Your normal place of work will be at our office at 50 Scott Street, Motherwell, ML1 1PN.

Clyde Valley operates an agile working policy which allows for a mixture of office, home and community working.

Accessibility Statement Customer Experience Manager

In this statement, detailed aspects of the job role have been given to support application with accessibility needs to gain an understanding of what the job entails. Clyde Valley Group is a Disability Confident employer, and we work with Access to Work where appropriate.

We're happy to discuss reasonable adjustments in relation to this job role and the interview process. Please contact our People Team via recruitment@cvha.org.uk or you can phone our Contact Centre team on **01698 268855** and ask for a member of the People Team.

Office Accessibility

- The Clyde Valley offices are based over three floors with level access to the ground floor and a lift to the other two floors.
- There are two accessible parking spaces in our car park with lowered curbs to give access to the entry doors.
- An accessible toilet is available on every floor.
- Internal doors can be held open with a magnetic latch system.

Flexible Working

Clyde Valley supports flexible working where possible.

More information about the flexible working requirements for this role can be found in the below statement.

Work Location and Hours

Work from our office	• The office is available for work 5 days a week for those who prefer an office environment
Working from home	• Working from home is available for this role on a flexible basis around the work requirements
Working in the community	• There will be opportunities to be out in our communities to visit our estates and engage with customers
Visiting customer homes	• There may be instances when the role will visit customers in their own homes
Driving for work	• Visits to customers and communities requires travel. A driving licence and access to a car is desirable, although not essential.
Working hours	• Agile working between 7am and 7pm

Device Use

Using a laptop	<ul style="list-style-type: none">• A laptop is provided as standard for this role• Supporting equipment such as screens, mice and external keyboards are provided as standard
Using a Tablet PC (e.g. Surface Pro)	<ul style="list-style-type: none">• The majority of work will be completed using a laptop, a table PC can be requested
Using a Mobile Phone	<ul style="list-style-type: none">• A touch-screen mobile phone will be provided with phone calls being made through an app• Mobile phones can also be used to access Microsoft Office application and the HR system, though use of these applications on a mobile is voluntary
Using a lone-working device	<ul style="list-style-type: none">• A lone-working device is required to be used on customer visits• The device is operated by the use of push buttons on the device, or through a phone app

Application use

Microsoft Office Applications	<ul style="list-style-type: none">• Office applications are used every day including: Outlook, Teams, Word, Excel and SharePoint
Web based applications	<ul style="list-style-type: none">• A cloud-based customer relationship management (CRM) system is used to log and manage customer contact• A cloud-based HR system is used to book leave• A cloud-based e-learning systems is used for some core training
Other Applications	<ul style="list-style-type: none">• Reporting systems including Power BI

Communication

Language	<ul style="list-style-type: none">• English is the first language spoken by the majority of staff and customers
Receiving and making telephone calls	<ul style="list-style-type: none">• Receiving and making calls is an essential part of this job and will be required most days
Receiving and making video calls	<ul style="list-style-type: none">• Making video calls to colleagues through Microsoft Teams is an essential part of the role and will occur on a daily basis• Making calls through alternative platforms such as Zoom may occasionally be required to communicated with third parties
Email	<ul style="list-style-type: none">• Email is an essential part of this job, and it is expected that you will use this every day
Instant Messaging	<ul style="list-style-type: none">• Instant messaging with colleagues through Microsoft Teams is an essential part of the role and use of this function is likely every day.
Attending in-person meetings	<ul style="list-style-type: none">• In-person meetings will happen with colleagues on a regular basis• In person one to ones are expected to take place on a monthly basis
Attending virtual meetings	<ul style="list-style-type: none">• Virtual meetings with colleagues will take place on a frequent basis

Having face to face conversation in our communities and customer homes	<ul style="list-style-type: none"> • Having face-to-face conversations with customers and others from our communities is integral to this role and will form a significant part of it
Creating reports	<ul style="list-style-type: none"> • Report writing is required to present insights, findings and recommendations to colleagues, leadership and Board
Administration	<ul style="list-style-type: none"> • Day to day administrative skills are required to organise time and priorities
Giving presentations	<ul style="list-style-type: none"> • Presenting to internal and external audiences will form part of the role
Conducting interviews	<ul style="list-style-type: none"> • There may be a requirement to conduct interviews as part of this role
Working with complex needs	<ul style="list-style-type: none"> • When interacting with the public there could be instances where the post holder will be working with individuals or groups with complex needs

Workplace Interactions

Interacting with customers	<ul style="list-style-type: none"> • This is an essential part of the role
Interacting with colleagues	<ul style="list-style-type: none"> • This is an essential part of the role
Interacting with contractors	<ul style="list-style-type: none"> • This would be a limited part of the role
Interacting with the Board and Governing Bodies	<ul style="list-style-type: none"> • This is an important part of the role
Interacting with Regulatory bodies	<ul style="list-style-type: none"> • This would be a limited part of the role
Interacting with other agencies	<ul style="list-style-type: none"> • This would be a limited part of the role

Application Guidance

Notes

These notes are intended to help you present your application so that we understand how closely you fit what we are looking for. Please read the guidance carefully and refer to it as you prepare your application.

CVs

CVs must be submitted alongside a supporting statement and declaration form. CVs should ideally be no longer than two A4 pages. Factual information such as relevant qualifications and whether or not you hold a driving license (if applicable) should be included on your CV.

SUPPORTING STATEMENT

This is one of the most important parts of your application and it is crucial that you understand what we are looking for so you can present your application in the best way. Your supporting statement should be no longer than three A4 pages long and should be typed.

We shortlist candidates for interview against the person specification. This sets out what we're looking for in the job role. Please refer to the person specification of the vacancy you are applying for which can be found within this recruitment pack. In your application, make sure that the essential and desirable criteria are stated clearly where you have the relevant experience, knowledge and skills. The personal statement can be used to give short examples from your experience that demonstrate the criteria we are looking for.

REFERENCES

Please provide two employment references. Your referees should be your two most recent employers, including your most recent employer if applicable. An email address to contact the referee will be required.

If you have not previously held two jobs, or if they were a long time ago, or if you have been in education or doing voluntary work rather than paid employment, we will be happy to take references from an educational establishment, or a voluntary group instead.

References from relatives, close friends and partners are not acceptable. If your current or previous employer happens to be a relative, close friend or partner, please let us know so that we can discuss who might be an appropriate person to approach for a reference.

We will only request references when we have made an offer of employment.

GUARANTEED INTERVIEW

As a Disability Confident Employer, we shall interview all candidates with a disability who meet the minimum essential requirements for the post (see the essential criteria in the person specification). If you tell us that you are a person with a disability, we will ensure that we make reasonable adjustments during each stage of the recruitment and selection process. If you join us, reasonable adjustments will be made to where and how you work as required.