

**BIG BROTHERS BIG SISTERS OF FLAGSTAFF**  
**CUSTOMER RELATIONS SPECIALIST – Job Description**

TITLE: Customer Relations Specialist  
STATUS: Part-time Exempt, 15-20 hpw  
RESPONSIBLE TO: Program Director and Executive Director  
WAGE RANGE: \$12.00/hour

**QUALIFICATIONS:**

**Education:** Customer Relations Specialist (hereafter referred to as CRS) is preferred to have or be working towards a Bachelor degree and posses related customer relations experience.

**Skills:** CRS must be able to communicate effectively with customers, establish credibility and engage customers quickly, relate well to all types of people, have some experience with Computer programs including Microsoft Word, Outlook, and Excel), be highly organized, detail-oriented and use time effectively.

**Personal:** CRS must be mature, able to convey warmth and acceptance, and be able to establish rapport with clients and volunteers. CRS must be in agreement with the philosophy of BBBS. CRS must also be flexible and possess a sense of humor.

**Position Summary:** This position is responsible for providing high-level customer service in response to all customer and stakeholder inquiries and leads. Additionally responsible for marketing BBBS programs through telemarketing recruitment and outreach. The successful incumbent will produce positive outcomes in the following areas: volunteer yield and processing time, youth yield, youth/parent processing time; and customer satisfaction.

**RESPONSIBILITIES:**

- All customer and stakeholder contacts are marked by an atmosphere of fun and magic relevant to the Big Brothers Big Sisters brand and volunteer options.
- Ensure that all volunteers receive an engaging, positive and personalized sales phone response promoting BBBS programs.
- Effectively move the volunteer from the point of first contact to active enrollment.
- Determine the best way to get volunteer investment in the enrollment process.
- Identify and eliminate any barriers interfering with the initial enrollment process.
- Follow process through to next point of contact.
- Obtain preliminary contact information and schedule enrollment interview within prescribed time frame.
  - Send forms or program information as needed to volunteers, families or school administrators.
  - Collaborate with other service delivery staff to ensure smooth transition among functions.
  - Responds to all parental calls of inquiry regarding the enrolled status of their children. Insure that all such inquires receive prompt and informative response.

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- Respond to all calls requesting general information; communicating basic information, flexibility and volunteer choice.
- Persistently track and maintain recurring contact with potential volunteers and families who do not begin the enrollment process.
- Check references and conduct criminal and child abuse background checks for volunteers. Establish the legal identity of the volunteer through original documentation. Immediately bring to the attention of Enrollment and Match Specialist any concerns surfacing during reference checking that may influence the volunteer enrollment process.
- Promote BBBS and present volunteer options to reference.
- Enter all inquiries and pertinent data into database, ensuring accuracy and timelines of information systems.
- Other duties as assigned.

**COMPETENCIES:**

1. **Customer Focus** – Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; talks and acts with customers in mind; establishes and maintains effective relationship with customers in mind; establishes and maintains effective relationship with customers and gains their trust and respect; deals effectively with diversity.
2. **Sales/Marketing** – Ensure customers feel they have been listened to; establish credibility quickly; create and seize opportunities to match customer interest with program options; display enthusiasm and commitment; maintain a positive “can-do” attitude; answer detailed questions about program options; position each inquiry for program involvement.
3. **Interpersonal Savvy** – Relates well to all kinds of people outside the organization; builds appropriate rapport; listens; builds constructive and effective relationships; uses diplomacy and tact; capable of diffusing difficult situations, doesn’t show frustration.
4. **Results/Outcome Oriented** – Is motivated by results; can be counted on to meet and exceed goals successfully; bottom-line oriented; pushes self for results; sets clear objectives and measures, monitors process and progress.
5. **Approachability** – Is easy to approach and talk to; spends the extra efforts to put others at ease; can be warm, pleasant and gracious; is sensitive to and patient with others; builds rapport well; is a good listener.
6. **Organizing** – Can marshal resources to get things done; orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner; follows established process; identifies information and incomplete information in time to do something about it.

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**PROPER WORK ETIQUETTE:**

**Dress Code:** Inappropriate clothing, jeans and/or tennis shoes are not allowed. Professional attire is required.

**Confidentiality:** Absolute confidentiality is required. The CRS will have access to personal information regarding volunteers and clients. A breach of confidentiality will result in immediate dismissal.

**Work Attitude:** CRS is expected to work on the job. If the amount of work or intensity of work is not satisfactory, this could be cause for dismissal. If CRS has any questions regarding a project or task, they should feel free to ask any questions. Asking questions is better than doing something inaccurately. CRS will be working with many volunteers, parents, and board members. CRS is expected to be pleasant and helpful. It is important that accurate information is dispersed. General office etiquette is expected to be adhered to.

**Policy and Procedure Compliance:** CRS is required to read and comply with the policy and procedures manual at all times. Time for reading the manual is given during the initial training period, but the CRS should continue to maintain knowledge of the manual's standards and requirements.

**COMMUNICATION:**

The supervisor may provide an on-going evaluation of the CRS's performance and other work habits. CRS should feel free to also communicate if they are unsure of an assigned task, any proper office etiquette, or anything else of concern to the CRS. A formal evaluation (without pay increase) may be held one month after employment (or sooner if the need arises). This will also serve as a mutual time for communication.

**TRAINING:**

CRS is required to participate in all agency in-service trainings.