



# Candidate Pack

Role: Customer Feedback Team Leader



British Heart  
Foundation

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# Appointment of Customer Feedback Team Leader



Dear Candidate,

Thank you for your interest in our role of Customer Feedback Team Leaders at British Heart Foundation (BHF).

It is my privilege to lead the Marketing, Fundraising and Engagement team for one of the UK's largest charities and the biggest independent funder of research into cardiovascular disease in the UK.

Our vision is a world where everyone has a healthier heart for longer. A world where fewer hearts stop without warning and more of us can live well for longer with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances – we are more confident than ever.

Together, we believe we can stop the devastation for the millions affected by these conditions. All it takes is passionate people like you standing alongside us and believing in the power of research to create a better, brighter, healthier world for everyone.

As Customer Feedback Team Leader you are pivotal in ensuring that all feedback from our customers receives a high-quality response. You will ensure that customer enquiries are responded to in a timely manner whilst recording and gathering their feedback to help the BHF listen to the voice of the customer. You will help deliver inspirational and valuable multi-channel customer experience whilst inspiring and leading the Feedback Team.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy setting out a roadmap of changes we want to see. Our growing commitment to equality, diversity and inclusion spans across our organisation and we pride ourselves on being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Claire Sadler  
Chief Customer and Marketing Office



# About us

If you had a heart condition in the early 1960s, your chances of survival were slim. At that time, cardiovascular disease caused more than half of all deaths in the UK, and 7 out of 10 people who had a heart attack in the UK died.

It was clear that something had to change, and fast. So, a group of cardiologists formed British Heart Foundation (BHF) in 1961 and set out to find lifesaving answers through science and provide health information and support to those who need it most.

Since then, research we've funded has been at the forefront of scientific progress across the globe. We've helped transform treatments for heart attack, helped to restart hearts with the development of portable defibrillators and proved that statins can save lives, offering hope to those who desperately need it.

These are incredible achievements and a testament to the passion of the researchers we fund and BHF staff, volunteers, and supporters. Thanks in part to these breakthroughs and many others, the number of people dying from cardiovascular disease each year in the UK has nearly halved since BHF was set up. But our work is far from over.

Despite the strides we've made, cardiovascular disease remains the world's biggest killer. In the UK alone, 1 in 4 of us

die from them. It affects people of all ages and can stop hearts unexpectedly – leaving gaping holes in families and futures in tatters. This is why our research is still needed.

Hearts are precious. We write from them. Sing from them. Follow our dreams with them. And while we understand more about them today than we did seven decades ago, there is still so much left to discover. BHF can't tackle these conditions alone. The only way we can rise to some of the biggest challenges in cardiovascular medicine and save more lives is by continuing to fund scientific research.

Our vision is a world where everyone has a healthier heart for longer. Where fewer hearts stop without warning and more of us can live well with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances, we are more confident than ever. Together, we want to stop the devastation for the millions affected by cardiovascular disease. All it takes is passionate people like you and believing in the power of research to create a better, brighter, healthier world for everyone.

“CPR and heart surgery saved my life when I was six. Research made that happen.”

Jadyn Briggs



# Being a responsible charity

Every year we make further progress to being a more sustainable, fairer and well-governed charity.

We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

When it comes to environmental factors, links to cardiovascular disease are clear. Research shows that people living with cardiovascular disease are more likely to be negatively impacted by extreme weather such as intense heat and cold.

We're also committed to making BHF as sustainable as possible throughout its operations. This includes a commitment to reducing avoidable waste, and reducing our carbon footprint with a commitment to be a net zero organisation by 2045, at the latest.

This covers all areas of our activities, from direct emissions, such as the heating we use in our BHF offices and stores, to the much more significant indirect emissions from within our supply chain through to how the research we fund is undertaken.

Our sustainability targets are ambitious and have been designed in accordance with the Greenhouse Gas Protocol and the Science Based Targets Initiative (SBTi). Our roadmap to net zero has six focus areas.

- energy efficient and zero emission buildings
- zero emissions transport
- product sourcing and suppliers
- travel and logistics
- waste and circular economy
- responsible research funding.

BHF remains dedicated to investing our funds responsibly, in line with our mission and values.

Sometimes the research we fund may involve animals; this isn't something we take lightly and you can read more about our commitments in research on our website.



# Our strategy

Our strategy sets out how we aim to save and improve lives on a scale more ambitious than ever before.

Our vision is a world where everyone has a healthier heart for longer. We'll get closer to that day by focusing on three goals:

- We will stop heart disease before it starts, by revolutionising how we prevent it
- We will save more lives from heart disease by discovering groundbreaking treatments and cures
- We will support everyone with heart disease to live a longer, healthier life.



# Belonging

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

An important starting point is making sure BHF's workforce reflects the general population so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

The ongoing work of our Health Inequalities and Research Inequalities working groups demonstrate our commitments to improve EDI beyond our own workforce, and into the wider healthcare systems and research ecosystems we work so closely with

We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy sets out our roadmap of the changes we want to see.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQIA+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

Colleagues frequently organise internal events to foster a sense of belonging, often led by one of our Affinity Groups which serve as a focal point for colleagues with shared interests to come together. For example, we enjoyed a fantastic and joy-filled celebration of Diwali at both our London and Birmingham offices.

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.



# Building an inclusive and supportive environment

We recognise the importance of ensuring BHF offers an environment that allows all our colleagues and volunteers to thrive. Our equality, diversity and inclusion (EDI) strategy, continues to deliver positive improvements to ensure this is the case.

Whilst working at BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day.

## Improving diversity in research

Making the world a fairer place is an important goal, one that we are proud to contribute to by tackling inequalities in cardiovascular health, improving the diversity of our research workforce, and making BHF a more inclusive place to work.

We want to have achieved greater inclusivity in the funding and the design of research, as well as in the cardiovascular research community. We have focused on collating data that defines our starting point, so we can take the right action to improve diversity.

We've published our first research funding diversity report. The report provided valuable insight that is helping us shape our future actions to address under-representation in our research community.

## Staff engagement

Every year we reinforce our EDI commitment through a colleague engagement survey, to help us understand how we can continue to improve.



One of the most important questions is whether BHF has created an environment where people of diverse backgrounds can succeed. Last year, 2023-24, we were at 86% and set a target score of 90% for January 2025 which we are pleased to say we achieved this year!

## Enhancing our benefits

We aim to empower and support the health and wellbeing of everyone who works at BHF, and so we continually review our staff benefits to ensure they are fair and attractive both to current and potential employees.

We've recently added a holistic and flexible Support Leave provision for everyone. This provides extra paid time off to support colleagues or others close to them during a life event.

## Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQIA+ community. BHF colleagues have taken part in Pride events across the country since 2018, including Pride marches in Edinburgh, Cardiff, Belfast and London.

# Wellbeing

We take immense pride in fostering an environment that prioritises the health, safety, and wellbeing of our employees, volunteers, and customers. Our excellence in health, safety and wellbeing is about cultivating a culture where every individual feels valued and safe.

One of our standout initiatives is the Live Well Work Well project group, which plays a pivotal role in enhancing workplace wellbeing. This group organises a myriad of activities and resources aimed at promoting and supporting mental, physical, social and financial health.

At BHF, we believe that a safe and healthy workplace is the foundation of success. As we continue to innovate and grow, our commitment to health, safety, and wellbeing remains unwavering. Join us and be a part of an organisation that not only values your professional contributions but also cares deeply about your overall wellbeing.

## A flexibly connected organisation

Our flexibly connected programme allows colleagues to work flexibly, in a way that helps unlock their best work for the cause.

The programme has been engaging with our Champions network, gathering insights from colleagues through our Ways of Working Study, to continuously adapt the approach where needed. It was awarded the Best Flexible Working Strategy at the HR Excellence Awards.

Join us at BHF and be part of a team that truly cares about your wellbeing. Together, we can make work to a world where everyone has a healthier heart for longer, while supporting each other every step of the way.



# Our People Power

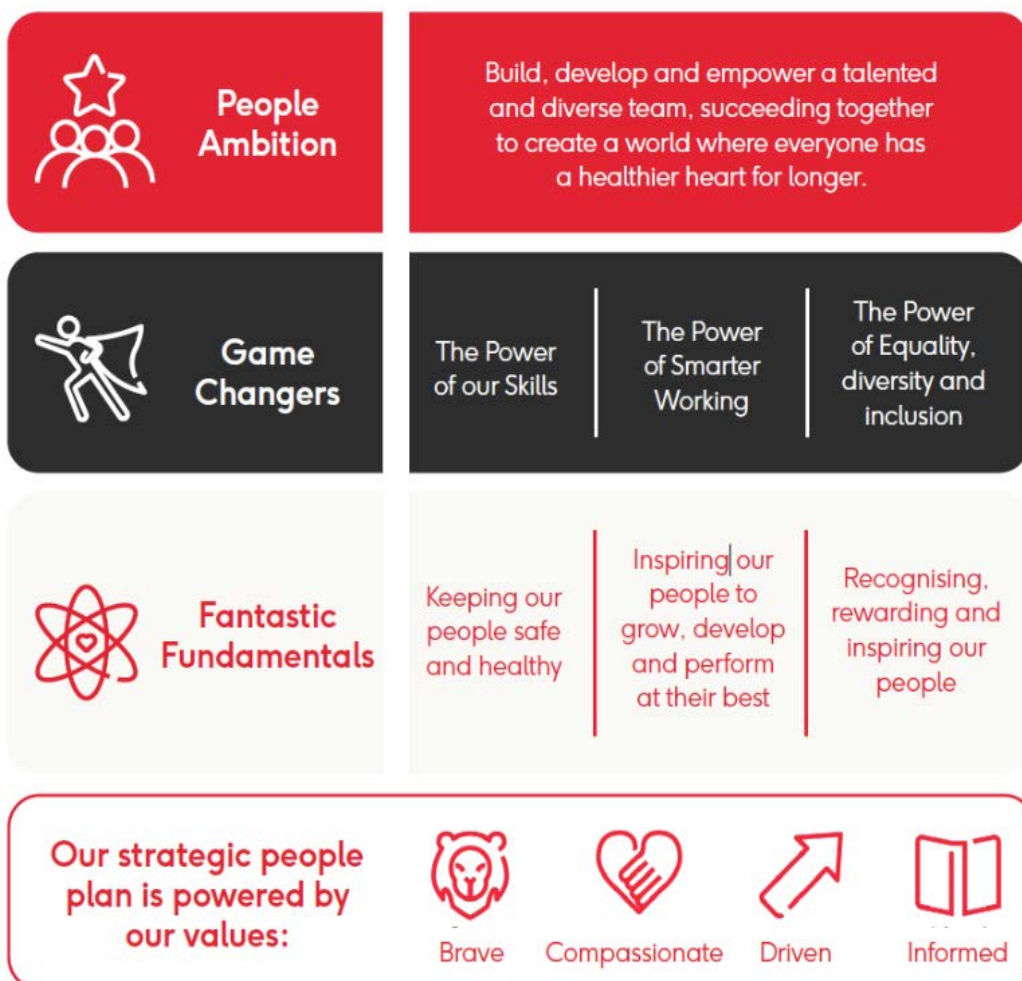


Our vision is a world where everyone has a healthier heart for longer, but we can't get there without our brilliant colleagues and volunteers.

At the heart of Our People Power sits our central people ambition, through which we will drive performance to further progress and accelerate BHF's lifesaving work, leveraging the unique talents and skills of our people.

We will power up our people to bring their best every day, providing a brilliant work experience, continuing to make BHF a great place to work. Through inspiring, empowering and enabling our people, whatever their role and background, we will collectively power towards our vision as a world where everyone has a healthier heart for longer.

To achieve our strategic aims, we need everyone pulling in the same direction. Our people ambition unites us all, bringing all our people (colleagues and volunteers) together to play their part in creating a world where everyone has a healthier heart for longer.



# Our values

We are proud that the work we do is funding groundbreaking, lifesaving research. Our vision is a world in which everyone has a healthier heart for longer.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the research that keeps millions of hearts beating.



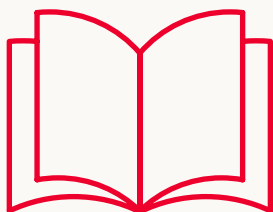
## Brave

We speak out.  
We're decisive.  
We're innovative.



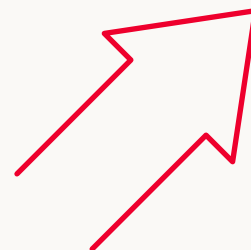
## Compassionate

We're open and honest.  
We respect others.  
We care.



## Informed

We're clear.  
We're open minded.  
We work together.



## Driven

We're focused.  
We're determined.  
We keep learning.

# Our benefits

We all achieve more together when we're happy and healthy. As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here. Our generous benefits include:



## Annual leave

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



## Health care

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



## Family care

We offer 12-weeks' pay for all family leave including maternity, paternity, adoption and neonatal care leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



## Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



## Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring.



## Pensions

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.

# Job description



|                       |  |                      |        |
|-----------------------|--|----------------------|--------|
| Job title             | Customer Feedback Team Leader                      |                      |        |
| Directorate           | Marketing, Fundraising and Engagement              |                      |        |
| Team                  | Customer Service                                   |                      |        |
| Reporting to          | Customer Service Manager                           |                      |        |
| Agility contract type | Blended (Home and Office)                          | No of direct reports | 8      |
| Location              | Dual location – Home & Birmingham Office (B37 7YE) |                      |        |
| Budget responsibility | N/A  |                      |        |
| Job level             | 6  | Date                 | Apr 26 |

## Role Summary

This role will develop and lead the Customer Feedback Team, ensuring all expressions of dissatisfaction, complaints and compliments are recorded, responded to, and reported in line with the British Heart Foundation (BHF) Complaints Policy.

Taking ownership of the team performance ensuring that all regulations as set out by the BHF Complaints Policy and the Charity Commission are adhered to. Additionally, owning, updating and communicating best practice policies ensuring that they are adopted by all customer facing teams.

Identifying opportunities for process, system and behavioural improvements through root cause analysis and establish a programme of trackable change to ensure BHF are closing the loop in relation to complaint root cause analysis.

Additionally, the post holder will develop their own and team performance whilst assisting the Customer Service Manager with opportunities to improve the performance of the wider Customer facing teams as a result of root cause analysis.

# Key responsibilities



## People Management

- Line management of the Customer Feedback team including 1-2-1s, appraisals and professional development
- Motivate and inspire team members to be the best they can be
- Ensure all members of the team have the necessary skills, knowledge, and information to successfully investigate, respond and manage all incoming cases within the Feedback team
- Monitor daily, weekly and monthly performance of all team members in accordance with performance management framework
- Effectively plan and allocate work to the team to achieve agreed objectives and SLAs
- Keep well informed of all BHF activity in order to identify cross-team opportunities where appropriate
- Create an environment where team members are able to thrive
- Identify process and behavioural improvements that enhance the customer experience
- Manage deputise for the Customer Service Manager during periods of absence
- Monitor and develop team members through effective quality and performance management
- Provide support in relation to recruitment requirements within the team

## Customer Feedback

- Ensure all inbound expressions of dissatisfaction, complaints and compliments are recorded and investigated with prompt, efficient and conclusive responses being delivered in accordance with the BHF complaint policy and service levels
- Oversee all Level 3 complaints ensuring that a detailed synopsis is prepared that incorporates root cause analysis and closing the loop actions
- Act as a referral point in respect of cases whereby safeguarding, legal or risk element as set out in the BHF Complaints Policy
- Work with key stakeholders within BHF to develop regular reporting and obtain updates in relation to closing the loop action
- In accordance with the Complaints Policy, ensure that "Closed by Phone" resolutions are optimal (in accordance with customer preferences)

## Customer Data

- Use BHF's Customer Relationship Management and/or Complaint database to keep records of all contact made, updating customers' addresses, contact preferences and all other admin needs.
- Deliver timely reporting of data from within the BHF Complaints system, as well as other relevant databases as required by Senior stakeholders within Customer Service Centre (CSC)
- Understand and review where appropriate all processes relating to administration, customer service, and support due to changes in charity law, GDPR, Ofcom and ICO directives and any other relevant regulations and guidelines.
- Assist in ensuring financial records are maintained in accordance with VAT and HMRC Regulations

# Key responsibilities



## Quality

- Complete quality evaluations on the Feedback team to maintain and improve performance
- Ensure appropriate controls and quality checks are in place ensuring customers receive consistent, high quality responses
- Provide support, guidance and coaching to the team to drive improvement in quality
- Work with the quality advisor to ensure appropriate and timely feedback to all team members
- Identify training needs to ensure a culture of continuous improvement across the Customer Service Teams

## Reporting

- Ensure appropriate daily, weekly and monthly reporting is in place in respect of incoming workloads, performance against SLA's and portfolio capacity
- Deliver appropriate reporting in respect of Upheld/Declined outcomes and any compensation/refunds as a consequence of a complaint being raised
- Ensure appropriate root cause analysis and performance reporting is made available monthly to each Directorate as required by them
- Have a full understanding of the annual regulatory reporting criteria and assist the Customer Service manager in compiling the report
- Produce ad-hoc reports as required to identify and enhance team performance
- Collate customer contact insight and make improvement suggestions.

## Relationship Management

- Establish regular dialogue and meetings with internal stakeholders to ensure root case analysis leads to trackable closing the loop actions
- Develop and maintain strong relations and communications with all external customers, internal customers and external suppliers to meet the current and changing needs of the organisation.

## Continuous Improvement

- Contribute to the continuous development of activities, systems and processes relating to all aspects of customer service.
- Assist with continuous improvement of procedures to achieve optimum efficiency and customer service.

# Knowledge, training and qualifications



- Data Analysis
- A high standard of written and spoken English
- A good standard of IT skills and computer literacy specifically relating to Microsoft Office packages, database/CRM systems and the recording/inputting of data
- Strong knowledge of project management and agile methodologies and ideally a Six Sigma certification

# Experience

- Experience in complaint management including conflict resolution, reporting, communication
- Demonstrable experience of managing a complaints team operating in a regulated environment
- Previous line manager and people and performance management experience in a Complaints Team
- Proven experience in continuous improvement and ideally experience with Six Sigma methodologies
- Experience in a regulated environment where best practice and policy adoption is paramount
- Experience in application of contract law and statutory regulations

# Skills and attributes



- People management skills in a Complaints and/or Customer Facing environment
- Disciplined with a genuine desire to make a difference
- Show a real passion for delivering world-class customer experience
- Ability to demonstrate excellent team management, leading a team with energy and empathy
- Comfortable managing a variety of tasks and responsibilities
- Skilled at balancing priorities and problem solving, remaining calm under pressure
- Diplomatic and skilled at stakeholder management
- Assertive and personable
- Excellent attention to detail
- Excellent administrative and time management skills to deliver results on time and within target
- Strong communication and motivational skills, both written, verbal and presentational in respect of team meetings
- Ability to record, create and interpret data
- Pro-active in overcoming objections and solution focused
- Focused on continuous improvement
- Enthusiastic and “can-do” positive attitude
- A flexible and adaptable approach
- A passion for developing individuals and creating opportunities, supporting learning
- Influential, high gravitas, able to lead by example
- Able to effectively delegate and manage workload

## Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

## Data protection

During your employment, this role will encounter some personal data. The role will be permitted to access and use the following types of personal data:

- Personal details, contact information and/or family details
- Personal financial information - including any of the following - donations, gifts, bank account, card numbers
- Personal Sensitive data - including any of the following - health, race, ethnicity, sexual orientation, political affiliation, trade union membership, religious or philosophical beliefs, biometric or genetic data, criminal record

If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.

# How to apply



To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification. You may also be asked a few application questions, depending on the role you're applying to.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact us on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)





# British Heart Foundation