



## JOB DESCRIPTION

# HEAD OF CUSTOMER SERVICES

### About Us

With years of experience in importing and distributing products from all corners of the globe, particularly the vibrant markets of the Far East and China, we've honed our expertise. Our brands cover everything from surf and skate to water sports, outdoor play, and toys, catering to diverse interests. While we specialize in providing affordable options, our commitment to cutting-edge design, quality, and value for money sets us apart. Behind every product is our dedicated in-house design and development team, constantly dreaming up fresh and innovative ideas. We believe that evolving our brands and products is key to our ongoing success. Our clientele includes independent retailers, wholesalers, buying groups, major chain stores, and an ever-expanding network of international distributors. Join us as we continue to spread the joy of leisure across the globe.

### Job Role

We're looking for an experienced Head of Customer Services to lead and develop our multi-channel customer service operation. This role has full responsibility for customer experience delivery, operational performance and team development across warranty/after-sales support and B2C ecommerce channels.

You'll be instrumental in shaping how our customers experience our brands, driving service excellence, operational efficiency and continuous improvement in a high-volume, seasonal environment.

### What You'll Be Doing

- Lead the customer service strategy in line with overall business objectives
- Develop and deliver the annual department plan, roadmap and performance targets
- Manage, coach and develop a multi-channel customer service team
- Oversee customer interactions across phone, email, live chat, social media and online reviews
- Drive a high-performance, customer-focused culture
- Manage departmental budgets, resources and structure to deliver excellent service within agreed costs
- Define, monitor and optimise KPIs and performance metrics for a high-volume contact centre
- Use data and reporting to identify trends, risks and improvement opportunities
- Plan and resource effectively for seasonal peaks and periods of high demand
- Develop initiatives to generate incremental revenue through customer service channels
- Ensure compliance with all relevant legal, regulatory and quality standards
- Work closely with internal teams and external partners to improve customer outcomes
- Act as a role model for delivering consistently high-quality customer service
- Adhere to stated policies and procedures
- Any other tasks deemed by the Company to be necessary for the successful completion of the role

### What We're Looking For

- Proven experience leading customer service teams in a retail, ecommerce or consumer-facing environment
- Background in high-volume or complex contact centre operations
- Experience building, developing and improving customer service functions
- Strong process improvement and change management capability
- Commercial awareness with experience managing budgets and resources
- Good understanding of CRM platforms, contact centre tools and service technologies





### **What we're looking for (cont'd)**

- Confident using data and reporting to drive performance
- Excellent communication and stakeholder management skills
- Calm, resilient and effective in a fast-paced environment
- Highly organised, proactive and able to work independently
- Degree-level qualification preferred (or equivalent relevant experience)

### **Why join Wilton Bradley?**

- Opportunity to shape and develop customer service during a period of growth
- Broad remit across people, process, performance and technology
- Collaborative and supportive working environment

### **Benefits**

The Wilton Bradley Group are a family-owned business committed to supporting our employees in both their professional and personal lives. We offer a range of benefits designed to enhance their well-being and work experience. Employees enjoy an exclusive discount of 40% off online products.

We also provide a competitive company pension with an annual salary exchange opportunity, sick pay, and enhanced maternity and paternity pay. With 33 days of annual holiday, our employees have ample time to recharge and spend with their loved ones. Additionally, we foster a vibrant workplace culture through annual company events and recognition such as long service awards. To promote health and sustainability, we offer a membership of the Healthshield cash back scheme, a Cycle-To-Work scheme after six months of service and provide free on-site parking. Our casual dress code encourages comfort and expression, while our comprehensive induction and training program ensures professional and personal development opportunities for all. Plus, employees can enjoy complimentary tea and coffee to fuel their day.

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For more information, please contact Marianne Clark, Human Resource Assistant:  
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**Bestway**



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