



## Customer Champion

This role will be an active customer outreach role. The ideal candidate would preferably have experience in customer-facing roles, promoting and growing a customer base within a small business, and a friendly and approachable manner. In addition, a willingness to better the community of Plymouth and provide a service to the local area is our desire for the Customer Champion and help us reach as many people as possible.

## Tasks and responsibilities

### Being a Borrower

- Experience being a borrower, producing feedback and research on how we can make it more ergonomic.
- Create surveys about previous experiences, collecting and developing reviews of past and recent borrowers to see how we can improve.
- Create and push taglines #beaborrower, develop a movement associated with BDB in the local community.

### Events

- Finding events that BDB would benefit from attending, liaising with event coordinators securing places.
- Attending events, selling BDB as a concept, educating people about what we do and why.
- Event write-ups pros/cons: what can we do better to increase engagement?

### Outreach - digitally and face-to-face

- Research and action on the latest social media algorithms and how BDB can harness them.
- Tagging and finding links to appropriate organisations we can promote bulking out our content and reposts, shares etc.
- Engaging with borrowers to get them tagging and sharing stories or their adventures.
- Get out into the local community talking about BDB, engaging people and making connections, getting people to sign up as members, and collecting feedback.



### Group-specific targeting

- Build relationships with and educate specific groups about a library of things, introduce people to BDB who otherwise might not have heard about us.
- Research and target groups that would benefit specifically from using BDB, either as a regular borrower or as a borrow-it-forward beneficiary.
- Help manage and promote membership options for low income or specific groups, e.g. students.