

## Hygain® - Customer Experience Coordinator

Job Title: Customer Experience Coordinator  
Reporting to: CRM Marketing Manager  
Hours: Full Time Position  
Location: Officer

The Hygain Group is Australia's leading equine feed manufacturer. The company comprises two key Brands, Hygain and Mitavite, both showcasing industry leading feed products to suit the nutritional needs of all horse types and working conditions to clients both nationally and internationally. As industry leaders the Hygain Group use both existing and emerging nutritional and manufacturing technologies to deliver the highest standard of quality products & services to our clients. As a result of business growth, we are currently seeking a Customer Experience Coordinator to join our marketing team.

With a focus on driving our customer acquisition and retention, this newly created role is suited to an individual with previous Customer Service experience. You will be working with the Sales Team and the Marketing Team to support a range of Customer Relationship Management initiatives. As a newly created position, this is a unique opportunity for the right person to develop this role. We are looking for someone who can take initiative, work collaboratively and assist in driving the customer experience and sales.

- Manage the end-to-end Customer Experience for all CRM activities to ensure:
  - Provide support to the CRM Marketing Manager
  - Sales Force Customer Data Management
  - Offer Redemption Management
  - Customer Management to agreed Customer Experience KPIs to achieve campaign sales objectives
  - Deliver Customer campaign updates in the Marketing Monthly Report
- Manage through the business inbound Customer Service communications for all brands across email and social media to agreed Customer Charter KPIs
  - Complaints through to Customer Service to agreed process
  - Manage inbound enquires to the right department
- Consumer and Customer Data and Management to agreed process in Sales Force
- Provide assistance to the Marketing and Sales teams for requirements as required

### What you'll need (essential)

- Excellent Customer Service
- Positive Attitude
- Able to work well in a dynamic team
- Customer Service experience
- Excellent Communication
- Excellent written skills with the ability to communicate technical information in easy-to-understand language
- An aptitude to learn
- MS Office
- Excellent personal organisation and time management skills including the ability to handle multiple tasks simultaneously and take full responsibility meet deadlines

### Desirable

- Creative Suite
- Sales Force experience

- Marketing Qualification
- Sales Experience
- Nutrition experience
- Experience in a similar role

Apply to [dnielsen@hygain.com.au](mailto:dnielsen@hygain.com.au)