



# the world's most beautiful marathon

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[info@twooceansmarathon.org.za](mailto:info@twooceansmarathon.org.za) | [www.twooceansmarathon.org.za](http://www.twooceansmarathon.org.za)

## VACANCY: CUSTOMER EXPERIENCE MANAGER (CEM)

### BACKGROUND:

The Two Oceans Marathon, known as the world's most beautiful marathon, takes place every year in Cape Town over the Easter Weekend. The first race was held in 1970 with 26 local runners lining up. Today the event attracts over 30 000 local and international running enthusiasts participating in a range of distances and engaging with the brand in many related activities and forums throughout the year. We are seeking an experienced **CUSTOMER EXPERIENCE MANAGER** to drive our journey as a leading, customer-focused organisation in the global marathon and major international events environment.

**Customers:** Local, National and International Runners, Clubs, Strategic Partners, Sponsors, Community partners, Local, Provincial and National authorities, the broader community.

JOB VACANCY	CUSTOMER EXPERIENCE (CEM) MANAGER
<b>JOB OBJECTIVE</b>	Design, develop, implement and manage a multi-platform, multi-channel Customer Service (CS) and Customer Experience (CEX) strategy for the Two Oceans Marathon and events
<b>KEY DELIVERABLES</b>	<p>Reporting to the Head of Operations, the <b>CUSTOMER EXPERIENCE MANAGER</b> is expected to</p> <ul style="list-style-type: none"> <li>- drive our customer engagement journey to support our brand as a leading, customer-focused organization in the global marathon and major international events environment,</li> <li>- drive the customer-centric communications processes, protocols and tools that promotes a meaningful / positive customer engagement and creates meaningful customer experiences.</li> <li>- work closely with the Content Producer and Marketing Manager to ensure successful implementation of the Customer Service and Customer Experience strategy.</li> </ul> <p><b>Key Deliverables:</b></p> <ul style="list-style-type: none"> <li>- Develop and drive a professional and responsive 365 Customer Service strategy for TOM;</li> <li>- Oversee and Manage the performance and outputs of the Customer Service/Race Office team, pre-, during, and post-event;</li> <li>- Develop and implement Customer Service protocols and outputs for the CS team/Race office for all projects, events and eventualities</li> <li>- Collaborate with the Content Producer/Manager to ensure the content of communication and engagement is in line with the TOM brand voice</li> </ul>

Directors:

Dr DM Maralack (Chairperson) | Mr RK Maharage (Vice-Chairperson) | Mr H Berman | Mr LH Cameron | Mr CR Goldschmidt | Mr AF Gouws | Mr KJ Harlock  
Mr TA Jobson | Mr S Lewis | Ms KA Mc Quaide | Ms C Peters | Mr WC Swartbooi

Registration No. 2008/024732/08  
PBO No. 930032372

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	<ul style="list-style-type: none"> <li>- Collaborate with marketing, brand, communications and event operations to ensure accurate, relevant and current information is shared with the runners and the TOM community.</li> </ul>
<p><b>DUTIES &amp; RESPONSIBILITIES</b></p>	<ul style="list-style-type: none"> <li>• Design a comprehensive integrated and seamless Customer Experience (CEX) and Engagement platform (The Runners' Journey) that drives all communication processes between TOM, internal departments and the community (runners, clubs, communities)</li> <li>• Oversee the design, build, integration and the deployment of effective CSM technology solutions to improve TOM's responsiveness to customers and enhances the interactions between TOM's Race Office and the TOM community</li> <li>• Manage TOM's IT infrastructure, systems and database, including but not limited to the following:             <ul style="list-style-type: none"> <li>• Entry system management, data management and specific reporting</li> <li>• Management and co-ordination of all Office IT requirements</li> <li>• System backend requirements</li> <li>• Management of runner profiles / results / data queries</li> <li>• Network administration to ensure all TOM technical requirements are efficiently managed</li> </ul> </li> <li>• Contribute to the development and enhancement of the entry system, communications processes and tools (CRM/database) that enable the amplification of the runners journey, across multiple communications platforms (telephonic, digital, online and social)</li> <li>• Ensure data is maintained and protected, in line with international protocols and standards</li> <li>• Ensure the CRM system enhances the TOM customer engagement experience in terms of TOM Entries, Expo Registration and Race Collection</li> <li>• Ensure efficient service delivery to the running community within the required timeframes, working directly with ticketing service provider and Entries Team</li> <li>• Manage the inter-department collaboration with Content Development, Operations), ensuring tools, processes and partner platforms (entries portal/customer) are activated to support TOM's CS and CEX Process</li> <li>• Drive customer-centric thinking throughout the organization, from event strategy through to execution</li> <li>• Implement and manage the IT, CRM and database tools and processes to optimise internal and external resources</li> </ul>

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	<ul style="list-style-type: none"> <li>• Work closely with TOM's Content Producer and Marketing Manager to ensure CEX platforms is able to accommodate multiple communications engagement</li> <li>• Manage the CS Team/Race Office outputs, pre-, during and post event</li> <li>• Report on the efficiency and effectiveness of the CRM system and database.</li> <li>• Drive the implementation of communication tools/platforms into the communications processes.</li> </ul>
<p><b>SKILLS, ATTRIBUTES &amp; EXPERIENCE</b></p>	<p><b>SKILLS AND EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• A digital native, with multi-discipline technical skills and Experience in CRM, CEX, Database Management, Customer Service, Online Event Ticketing and Entries Management</li> <li>• Excellent skills in Excel, Spreadsheets, data management and reporting.</li> <li>• Good understanding of IT architecture and Infrastructure, with direct experience in managing databases, data mining, data reporting and the ability to problem-solve daily IT issues.</li> <li>• Experience in managing large databases, with entries management, an added advantage;</li> <li>• Must be capable of working independently and collaboratively as part of a larger team.</li> </ul> <p><b>ATTRIBUTES</b></p> <ul style="list-style-type: none"> <li>• Thrives in a dynamic, fast-paced and integrated team environment</li> <li>• Agile and responsive to a fast-paced 365 environment</li> <li>• Interest in sport, and experience in the major sports events environment</li> <li>• A customer-centric professional, with a calm demeanor and ability to interact with variety of individuals and organisations</li> <li>• Demonstrated attention to detail and the ability to manage priorities</li> <li>• Can-do attitude and willingness to roll up sleeves and work hard to tight deadlines</li> <li>• Strong leadership and initiative, with the ability to problem-solve</li> <li>• Excellent communications skills and able to collaborate internally and externally</li> <li>• Demonstrates flexibility to adapt to new processes and systems</li> <li>• Focused on achieving measurable goals in the development and delivery of a professional customer experience is a must for this role.</li> </ul>
<p><b>REMUNERATION</b></p>	<p>Market-related package commensurate with experience.</p>
<p><b>APPLICATION REQUIREMENTS</b></p>	<p>Applications, including a Cover Letter and Comprehensive CV and/or Portfolio of Evidence, to be sent via email to <a href="mailto:suef@twooceansmarathon.org.za">suef@twooceansmarathon.org.za</a> by no later than Friday 31 August 2018.</p>

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