



The Ports For ALL

POSITION DESCRIPTION

CUSTOMER CARE & COMMUNICATION OFFICER

Business Unit:

CSP Zeebrugge Terminal

Division or Section:

CSP Zeebrugge Terminal, Commercial

Reports to: Commercial Manager

Role

- Actively assist in the management of terminal customers including lines & agents to ensure customer satisfaction through the delivery of high service standards.
- Use a wide range of media to build and sustain a good image for our organization through planned publicity campaigns and PR activities.

Responsibilities

CUSTOMER CARE

- Ensure excellent service standards and maintain high customer satisfaction.
- Ensure that customers feel valued, listened to and that they have confidence in our ability to represent their interests.
- Assists in the prompt and efficient response to customer complaints and concerns in a respectful manner.
- Follow-up of all questions/concerns from customers that were addressed internally.
- Create and maintain a database of information on customer/consignee complaints.
- Note trends that require process improvements and constantly follow up on service trends and customer preferences.
- Timely communication of all important issues to the commercial manager.
- Act as liaison between the different departments that interact with our customer (IT, Finance, Operations).
- Coordinate performance review meetings.

COMMUNICATION

- Assist commercial management to develop a digital strategy and our social media presence.
- Work on website development and social media presence and maintain our online content.
- Manage our marketing and media response in a professional manner.
- Prepare presentations, press releases, leaflets and brochures for both external and internal distribution.
- Manage and update our promotional materials to our quality standards and brand & policy guidelines.
- Responsible for handling all aspects of planned publicity campaigns and PR activities.
- Organize and attend promotional events (press conferences, open days, exhibitions, tours, commercial visits) and coordinate presence at external

events.

- Provide clients with information about promotional opportunities and PR campaigns progress.
- Respond directly to news and media requests.
- Maintain contact databases.

REPORTING AND SCOPE

- This position reports directly to the Commercial Manager.
- There are no direct reports to this position.
- The scope of the position is domestic.

CRITICAL QUALIFICATIONS/SKILLS/EXPERIENCE

- Requires a bachelor degree or equivalent preferably in Marketing or Logistics.
- Knowledge of transportation industry, liner business practices, trends, customs is an asset.
- Requires 1-3 years of relevant experience, preferably in the maritime/shipping business.
- Experience of customer care, experience in transportation or related industry is a pro.
- Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organization.
- Have a good understanding of social media and the impact technology is having on communications and collaboration.
- Proficient in the use of IT systems including Microsoft Office packages.
- Requires excellent knowledge of Dutch and English both spoken as written, knowledge of French is an asset.
- Work independently and pro-actively (take responsibility and ownership of the job, address improvements and able to make decisions in line with the level of responsibility).
- Quick learner, self-starter and result oriented.
- Strong communication skills and possesses tact and cultural understanding.
- Be able to handle company information confidential and with discretion
- Work comfortably with routines and procedures in a structured manner.
- Excellent interpersonal skills.
- Ability to prioritise and plan effectively.