



CVF Lead Role Profile

Role purpose

The CVF Lead works closely with SHG to provide strategic leadership ensuring that CVF is effective and fit for the future and operational leadership by driving activity and supporting CVF core members. This role is voluntary for customers only.

Key Relationships

Customer Operations Director
Head of Customer Experience
Customer Research & Insight Consultant
Senior Independent Customer Advisor
CVF Core Members

Objectives

1. Operational Leadership by driving CVF activity
 - Attend a roadshow (at least one) per quarter
 - Be part of the quarterly roadshow planning meetings
 - Be part of CVF projects as and when you want to get involved

2. Strategic Leadership by working together with SHG to develop and grow CVF
 - Support in recruiting new CVF members
 - Attend future planning meetings (once a year at least)
 - Be on the CVF Leadership & Planning call (every 6 weeks)
 - Challenge SHG to ensure we deliver actions and customer involvement requirements

3. People Leadership by supporting CVF Core Members to be effective
 - Be available for CVF core members to contact you
 - Pro-actively contact every core member every 3 months (keep in touch time)

“Be involved and make a difference to the way we work!”