

ROLE PROFILE

Regional Customer Group (RCG)

ROLE PURPOSE

1. **Represent your community:** Help us do better by sharing feedback that reflects the views of your wider community. Your insights will help shape positive changes that benefit everyone.
2. **Be an Accent ambassador:** Become a voice for Accent! Help build strong, positive relationships between customers and Accent by sharing updates on the great work happening to improve services and communities.
3. **Build trusting relationships:** Create a safe and respectful space where customers feel heard and valued. Encourage open conversations so people feel confident sharing what matters most to them.
4. **Active member of the community:** Take part in local community activities and build strong relationships to help deepen understanding of customer needs and experiences.
5. **Raise awareness:** You will help champion the group's work by collaborating on and sharing its impact with customers through existing or new communication channels.

WHAT YOU'LL BE DOING

6. **Share community voices:** Attend Regional Customer Group meetings to represent your community—sharing what people are saying and how they are feeling.
7. **Help improve services:** Take a closer look at how services are delivered in your region and suggest ways we can make them better.
8. **Champion every voice:** Reach out to all members of your community, especially those who may not usually speak up, to ensure everyone's needs are heard and included.
9. **Encourage involvement:** Inspire others to get involved by promoting opportunities to share feedback and shape the future of their community.
10. **Stay connected:** Join local events and activities to stay in touch with what is happening and understand the issues that matter most.
11. **Collaborate with Accent:** Work closely with Accent to develop community action plans that help build vibrant, inclusive, and thriving communities. You will also support Housing Partners by taking part in scheme inspections when needed, ensuring high standards are maintained.

WHAT IS NOT PART OF THE ROLE

12. **Supporting individual customer issues:** While your role focuses on the bigger picture, like shaping services and improving customer experience, we kindly ask that you do not get directly involved in individual matters. If these types of issues arise, please pass them on to the Accent team, who will be happy to respond to these outside the meetings.

SKILLS AND EXPERIENCE

13. **Customer Focused:** Show empathy and represent customer needs with care and respect.
14. **Interpersonal skills:** You will be a great listener and able to share your views clearly and positively, helping to create constructive conversations.
15. **Teamwork:** You will collaborate with group members and the wider community to drive positive change.
16. **Lived experience:** You will be able to share your experiences with Accent services to offer valuable insights.
17. **Organisational awareness:** Have—or be open to learning about—Accent as an organisation, so you can contribute confidently.
18. **Sector Knowledge:** Be willing to learn about the social housing sector to better support your community and influence positive change.

COMMITMENTS

19. **Understand your role:** This is a key role in helping Accent deliver its strategy and vision. It is important to understand what is expected and if anything is unclear, the Customer Engagement Manager can support you.
20. **Live Accent's Values:** Showcase Accent's values in everything you do: Smart, Driven, Caring, and Inclusive.
21. **Promote Inclusion:** Treat everyone fairly and respectfully, supporting a diverse and welcoming environment.
22. **Support the group:** Respect others' views, stay positive in challenges, and help build group trust.
23. **Follow the Working Well Together Guidelines:** You will be asked to sign and follow Working Well Together Guidelines. It is important you follow to these guidelines - serious breaches may result in being asked to step down.

TRAINING AND SUPPORT

24. **Learning and development:** Accent are committed to supporting your learning and development so you can thrive in your role. If there are any areas where you'd like support, please ask the Customer Engagement Manager.
25. **External training:** Accent are members of TPAS who provide a range of training opportunities for involved customers. Examples of training and events can be found on their website.