



**JOB TITLE** Client Liaison/Program Development Officer

**DATE** 19/02/2024

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**Purpose of role** We are seeking a dynamic and engaging Client Liaison / Program Development Officer to join our team in the outdoor industry. This role is pivotal in creating, developing, and maintaining strong relationships with our clients, ensuring their outdoor education and experience needs are met with tailored, high-quality programs. The ideal candidate will be passionate about the outdoors, possess a deep understanding of program development, and be skilled in client management.

**Qualifications & Experience**

- Bachelor's degree in Business, Education, Outdoor Recreation, or related field preferred.
- Proven experience in client relationship management and program development, preferably in the outdoor education or recreation industry.
- Strong organizational, communication, and interpersonal skills, with the ability to engage effectively with clients and team members.
- Knowledge of current trends, standards, and best practices in outdoor education and adventure programming.
- Ability to work collaboratively across teams and with a variety of clients and stakeholders.
- Creative problem-solving skills and the flexibility to adapt to changing client needs and industry dynamics.
- Proficient in the use of CRM software and Microsoft Office Suite.

**Main Duties and Responsibilities**

***Core Duties and Responsibilities***

- Serve as the primary point of contact for clients, managing all aspects of client relations including inquiries, program development, feedback, and follow-up.
- Understand and assess client needs, preferences, and objectives to develop customized outdoor programs that meet or exceed expectations.
- Work collaboratively with clients to design and refine programs, ensuring alignment with educational standards, safety requirements, and specific goals.
- Develop and maintain strong relationships with new and existing clients, focusing on client satisfaction and long-term engagement.

- Collaborate with internal teams (e.g., operations, safety, and training staff) to ensure program feasibility, quality, and excellence in delivery.
- Conduct market research and analysis to identify trends, opportunities, and challenges within the outdoor education industry, using insights to inform program development.
- Organize and lead presentations and meetings with clients to discuss program options, proposals, and details.
- Create and maintain comprehensive documentation of client interactions, program specifications, and feedback for continuous improvement.
- Assist in the development and implementation of staff training programs to enhance service quality and program delivery.
- Coordinate with Operations and Human Resources Managers to facilitate reconnaissance missions to new locations or trails, thereby broadening the organization's operational scope.
- Strategize and organize staff training blocks, developing comprehensive training plans and delegating specific training segments to qualified trainers.
- Craft a targeted training curriculum for staff, grounded in a detailed needs analysis conducted by the Human Resources department, ensuring alignment with organizational goals and staff development needs.
- Systematically document both client specifications and staff training requisites, deriving from detailed consultations with all relevant stakeholders, to ensure a cohesive and informed approach to program development and execution.

## **Skills & Competencies**

### **Teamwork**

- Actively promotes teamwork to obtain common goals while encouraging individual contributions.
- Willingness to share information.
- Able to work through conflict.
- Willingness to take responsibility for team actions.
- Contributing to the positive work culture.

### **Communication**

- Communicates effectively with stakeholders.
- Ensures stakeholders have the information they need to make decisions.
- Clearly states what is expected from others.
- Clearly expresses thoughts and ideas.
- Maintains a constant flow of information.

### **Problem Solving**

- Is resourceful when looking for ways to resolve an issue or source relevant data to understand the problem.
- Able to identify root causes

### **Time management / organisation**

- Manages own time effectively.
- Plans, organises, and controls multiple responsibilities and resources to achieve objectives.
- Develops and is accountable for work plan and ensures that assigned tasks and responsibilities are accomplished in a timely, cost-effective manner.

Personal attributes

- Professional approach.
- Ability to work under pressure.
- Organisational and time management skills.
- Excellent attention to detail.
- Competent in administration technology.
- Positive approach to change.

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

### **ACKNOWLEDGEMENT**

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I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

### **SIGNED BY YOU**

.....  
Employee

.....  
Date

### **SIGNED BY MANAGEMENT**

.....  
Manager

.....  
Date