

POSITION DESCRIPTION/SPECIFICATION

1. POSITION IDENTIFICATION

Title	Senior Team Leader - Customer Relations and Insights	Level	8
Business Unit	Communications and Stakeholder Relations	Position Number	01711
Directorate	Governance and Strategy	Date Established	August 2023
Reporting to	Customer Experience Lead	Date Updated	October 2025

2. KEY OBJECTIVES

- Provide strategic leadership and enterprise-wide direction for Customer Relations and Insights alignment with the City's customer experience strategy and organisational values.
- Influence policy, service design, and digital transformation initiatives through high-level collaboration and executive leadership.
- Lead the development and implementation of strategic framework customer feedback, complaints management, and data integrity project enhance the City's reputation.
- Drive systemic service delivery improvements by embedding customer insights planning and operational decision-making.
- Oversee resource planning, budgeting, and performance reporting to ensure optimal alignment with strategic priorities.

3. KEY ACCOUNTABILITIES

- Undertake all activities in accordance with the Business Unit Plan and other relevant plans.
- Lead the ongoing process improvements, ensuring that operational workflows are optimised and aligned with the City's customer experience goals.
- Ensure prompt and accurate capture of corporate information documentation in accordance with the City's record keeping system and associated policies, protocols and practices.
- Ensure financial management activities are undertaken in accordance with City procedures and processes.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Ensure people management activities are undertaken in accordance with relevant legislative requirements and City protocols and procedures.
- Ensure all project work is undertaken with the requirements of the City's Project Management Framework.
- Comply with Work, Health and Safety (WHS) legislation, City protocols, procedures and other WHS related requirements, and activity support the City safety systems.

KEY ACTIVITIES

ACTIVITIES

Outcome: Strategic Leadership & Executive Partnership

- Act as a senior advisor to the Executive Leadership Team on customer experience strategy, reputational risk, and service innovation.
- Lead cross-directorate initiatives that embed customer-centricity into organisational culture and strategic planning.
- Represent the City in external forums and inter-agency collaborations related to customer experience and public trust.

Outcome: Brand Protection & Reputational Risk Management

- Develop enterprise-wide framework for reputational risk mitigation and monitoring in relation to customer experience.
- Lead strategic planning and response for high-impact customer issues and emerging risks.
- Ensure complaint handling processes are transparent, fair, and aligned with public sector values, contributing to community confidence.
- Monitor reputational risk indicators and escalate issues where necessary, recommending preventative actions.

Outcome: Organisation Service Delivery: Integrity, Insight and Continuous Improvement

- Champion organisational transformation initiatives that improve service delivery and operational efficiency.
- Lead strategic projects that integrate customer insights into long-term planning and service design.

Outcome: People Management

- Provide strategic leadership to the Customer Relations and Insights team, fostering a high-performance, psychological safe, and values-driven culture.
- Lead workforce planning and capability development aligned and future service needs.
- Facilitate performance management and professional development to build team capability and resilience.
- Promote a psychologically safe, inclusive, and values-driven team culture.
- Manage recruitment and selection processes to ensure alignment with corporate values and community service orientation.
- Address employee relations matters in consultation with Human Resources.
- Support workforce planning and budgeting in collaboration with the Customer Experience Lead.
- Contribute to broader organisational initiatives by fostering adaptability and continuous improvement.
- Undertake additional duties as required, consistent with the scope of the role and individual expertise.

4. WORK RELATED REQUIREMENTS

Essential Skills, Knowledge, Experience and Qualifications:

Skills:

- Strategic leadership and executive-level communication.
- Advanced stakeholder engagement and policy influence.
- Expertise in enterprise analytics and data governance.
- Expertise in conflict resolution and de-escalation.
- High-level project and change management capabilities.

Knowledge:

- Deep understanding of public sector governance, customer experience strategy, and digital transformation. .
- Familiarity with local government operations and regulatory framework.

Experience:

- Significant experience in leading and managing customer service teams, ideally within a contact centre or public service context.
- Demonstrated ability to confidently manage and de-escalate challenging customer interactions, supporting team members in delivering calm, empathetic, and effective resolutions.
- An understanding of data integrity and verification processes, particularly with enterprise resource planning (ERP) systems like Microsoft Dynamics 365.
- Experience in administrative support and reporting, particularly within customer service and operational environments.
- Proven experience in managing projects and driving continuous improvement initiatives.

Qualifications / Clearances:

- A degree in business, management, information systems or related discipline or an equivalent combination of education and experience (desirable).
- Current National Police Certificate

5. EXTENT OF AUTHORITY

- Scope to influence the operational activities of the sub-unit and contribute to the management of the unit, its processes and procedures.
- Exercises a degree of autonomy but advice is available on complex or unusual matters.
- Controls and coordinates a work area; establishes work priorities and monitors workflow and service levels in areas of responsibility.
- Solutions to problems require analytical approach, including problem definition, planning and the exercise of judgment within the scope of corporate protocols.
- Responsible for decision making, including the significant use of analysis, initiative and judgment.

6. WORKING RELATIONSHIPS**Level of Supervision:**

- Monitors own workflow and works under limited direction

Internal:

- All other business units

External:

- Residents and ratepayers
- Suppliers and consultants
- Government agencies

7. POSITION DIMENSIONS

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	4
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