



## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

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

<b>ACTIVITIES</b>
<b>Outcome: Strategic Leadership &amp; Executive Partnership</b> <ul style="list-style-type: none"><li>• Act as a senior advisor to the Executive Leadership Team on customer experience strategy, reputational risk, and service innovation.</li><li>• Lead cross-directorate initiatives that embed customer-centricity into organisational culture and strategic planning.</li><li>• Represent the City in external forums and inter-agency collaborations related to customer experience and public trust.</li></ul>
<b>Outcome: Brand Protection &amp; Reputational Risk Management</b> <ul style="list-style-type: none"><li>• Develop enterprise-wide framework for reputational risk mitigation and monitoring in relation to customer experience.</li><li>• Lead strategic planning and response for high-impact customer issues and emerging risks.</li><li>• Ensure complaint handling processes are transparent, fair, and aligned with public sector values, contributing to community confidence.</li><li>• Monitor reputational risk indicators and escalate issues where necessary, recommending preventative actions.</li></ul>
<b>Outcome: Organisation Service Delivery: Integrity, Insight and Continuous Improvement</b> <ul style="list-style-type: none"><li>• Champion organisational transformation initiatives that improve service delivery and operational efficiency.</li><li>• Lead strategic projects that integrate customer insights into long-term planning and service design.</li></ul>
<b>Outcome: People Management</b> <ul style="list-style-type: none"><li>• Provide strategic leadership to the Customer Relations and Insights team, fostering a high-performance, psychological safe, and values-driven culture.</li><li>• Lead workforce planning and capability development aligned and future service needs.</li><li>• Facilitate performance management and professional development to build team capability and resilience.</li><li>• Promote a psychologically safe, inclusive, and values-driven team culture.</li><li>• Manage recruitment and selection processes to ensure alignment with corporate values and community service orientation.</li><li>• Address employee relations matters in consultation with Human Resources.</li><li>• Support workforce planning and budgeting in collaboration with the Customer Experience Lead.</li><li>• Contribute to broader organisational initiatives by fostering adaptability and continuous improvement.</li><li>• Undertake additional duties as required, consistent with the scope of the role and individual expertise.</li></ul>

## **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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