



## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

<b>Title</b>	Customer Experience Lead	<b>Level</b>	9
<b>Business Unit</b>	Communications and Stakeholder Relations	<b>Position Number</b>	01545
<b>Directorate</b>	Governance and Strategy	<b>Date Established</b>	February 2020
<b>Reporting to</b>	Manager Communications and Stakeholder Relations	<b>Date Updated</b>	August 2024

### 2. KEY OBJECTIVES

- Identify, develop and implement organisational wide contemporary and fit for purpose customer experience approaches and systems.
- Drive and advocate proactive change in developing, improving and advocating for the desired organisational customer service culture.
- Analyse and interpret both internal and external data and metrics to inform culture change and customer experience performance, inclusive of benchmarking.
- Provide specialist advice on the City's customer experience activities.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Lead and monitor the City's Customer Care team.
- Undertake project management and contract management for customer experience projects inclusive of IT system technology integration.
- Comply with Work, Health and Safety (WHS) legislation, City protocols, procedures and other WHS related requirements, and actively support the City safety systems.

### 3. KEY ACCOUNTABILITIES

- Undertake project activities to achieve targets set out in the Customer Service Centralisation project plan.
- Undertake all project work in accordance with the City's Project Management Framework, protocols, procedures and adopted practices.
- Develop and monitor the Customer Service Centralisation project plan, coordinate resources and report on the progress and outcomes.
- Develop and monitor customer service reporting and analytics to ensure the City can identify trends.
- Deliver a high standard of customer service and strategies to ensure the City keeps up with industry trend and latest technologies.

- Ensure that customer services provided to internal/external customers are delivered in an effective, timely, creative, efficient and courteous manner.
- Ensure people management activities are undertaken in accordance with relevant legislative requirements and City protocols and procedures.

#### 4. **KEY ACTIVITIES**

<b>ACTIVITIES</b>
<p><b>Outcome: Customer Service Development and Delivery</b></p> <ul style="list-style-type: none"> <li>• Improve and enhance the customer experience through the provision of high-level support and advice to the organisation on customer service standards and policies.</li> <li>• Review, develop and implement organisational wide customer centric protocols, practices plans and guidelines to facilitate customer experience consistency.</li> <li>• Review and evaluate documented customer service levels and Key Performance Indicators to ensure they are in line with best practice and “fit for purpose”.</li> <li>• Assist in the development and deployment of the Organisation Customer Experience Strategy.</li> <li>• Facilitate the development and delivery of customer service learning and development initiatives.</li> <li>• Take ownership of customers issues and ensure problems followed through to resolution.</li> </ul> <p><b>Outcome: Leadership and People Management</b></p> <ul style="list-style-type: none"> <li>• Lead and coordinate the activities and work allocation of the Customer Care Team.</li> <li>• Coordinate the recruitment and induction requirements for the team.</li> <li>• Ensure a safe work environment for employees.</li> <li>• Support a positive culture and environment that drives high employee engagement and performance.</li> <li>• Assist employees in developing their skills by coaching, mentoring, performance management and providing training and development opportunities and in accordance with the City’s Performance Appraisal framework.</li> </ul> <p><b>Outcome: Project Management and Change Management</b></p> <ul style="list-style-type: none"> <li>• Undertake or coordinate complex projects and studies including, but not limited to, the Customer Service Centralisation project.</li> <li>• Develop project plans for each project including scoping, establishment of deliverables and objectives, budget, project schedule, communication plan and risk management.</li> <li>• Project monitoring and preparation of project reporting documentation.</li> <li>• Oversee projects in accordance with agreed scope, timeframes and budgets.</li> <li>• Undertake consistent and collaborative approach to change management within projects and initiatives.</li> </ul> <p><b>Outcome: Contract Management</b></p> <ul style="list-style-type: none"> <li>• Prepare legally robust documentation to engage professional consultants if required.</li> <li>• Seek and assess proposals for works to be undertaken by consultants.</li> <li>• Prepare tender documents for the delivery of professional services.</li> <li>• Participate as a panel member for the evaluation of tenders when required.</li> <li>• Prepare reports to Executive Leadership Team and Council (as required) regarding tenders and expressions of interest related processes.</li> </ul>

**Outcome: Business Process, Systems Improvement and Performance Measurement**

- Contribute towards the identification, development, implementation and maintenance of the business unit operational procedures, protocols and policies.
- Research, monitor and analyse industry best practice.
- Continually review service delivery and coordinate process improvement across the business unit and organisation, to enhance operational effectiveness and efficiency and improve customer service and satisfaction.
- Measure and report on the outcomes and outputs arising from business and process improvement initiatives.
- Collate and report (internally and externally) on metrics for the Customer Care function.
- Participate in the development and enhancement of corporate systems and reporting tools to improve customer service, business efficiency and measurement/reporting.
- Work with key stakeholders across the organisation to define requirements for projects, identify data dependencies and relationships to develop data models.
- Contribute to analysis, design, development, implementation and support activities for contemporary customer centric systems including but not limited to telephony and CRM systems.

**Outcome: Financial Management**

- Prepare the annual budget for the sub-unit in accordance with corporate financial requirements and timelines.
- Provide monthly reports including trends and variations.
- Monitor and review the budget to ensure conformity with budget outcomes.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.

**5. WORK RELATED REQUIREMENTS****Essential Skills/Knowledge, Experience and Qualifications:****Highly Developed Skills:**

- Project management skills with proven ability to coordinate the development and delivery of strategic planning projects.
- Ability to ensure compliance with policy, guidelines and better practice frameworks within the context of customer service.
- Process and continuous improvement.
- Financial skills relating to both normal and project budgeting and monthly review and reporting.
- Interpersonal, conflict resolution and negotiation skills to effectively liaise with internal and external stakeholders across all levels.
- Organisational and time management skills with proven ability to prioritise multiple tasks to meet deadlines, achieve set outcomes and shift priorities as the needs of the business dictates.
- Written and verbal communication skills with proven ability to convert data and information analysis into clear and concise reports.
- Analytical skills, including the ability to develop strategies and recommendations supported by valid analysis.

- Demonstrated ability to initiate and promote innovative solutions as well as introduce and coordinate strategic change.
- Substantial people management skills, including the ability to manage and develop employees.
- Ability to work autonomously and be self-directed, within broad parameters.

**Comprehensive Knowledge:**

- Contemporary customer services principles and best practice.
- Tools and technologies used in modern contact centre and customer centric organisations.
- Research and data collection methods, customer service analysis, budget/financial measures and forecasting.
- Project management principles and techniques.
- Continuous improvement methodologies including process mapping.
- Research methodologies and process.
- Sound knowledge of tendering requirements and processes, general conditions or contract and specification writing.
- Sound knowledge of statutory requirements and local government policies relating to customer service and interactions.
- Sound knowledge of local government and relevant state government administrative procedures including organisational structure and function.

**Extensive Experience:**

- Planning and coordinating high level organisational customer service strategic projects and service reviews.
- Change management and consulting with both internal and external stakeholders.
- Developing and working with customer interaction, segmentation and consumer behaviour modelling techniques.
- Facilitating and coordinating multidisciplinary project teams.
- Data analysis in a corporate, government or academic environment.
- Highly sensitive and/or political work environments.
- Monitoring compliance of contractors and/or consultants to ensure contract guidelines are met and performance targets achieved.

**Qualifications/Clearances:**

- Tertiary qualifications in customer service, marketing, research, business or related discipline. Equivalent experience in a similar role may be considered.
- Current National Police Certificate.

**6. EXTENT OF AUTHORITY**

- Authority to manage strategic projects and service reviews.
- Coordinates a substantial work area of the City and sets performance expectations for work areas for which indirect responsibility arises as a result of approaches the role is responsible for.
- Authority to implement and initiate organisational change within area of responsibility subject to organisational goals and constraints.
- Researches and evaluates the outputs of others for strategic or key organisational matters, providing high level expert advice and support.

- High level professional judgement in approach to work and analysis of results.
- Exercise control of organisational elements, accountable for the quality, effectiveness, cost and timeliness of allocated programs and projects.
- Complex decision making, requiring significant use of initiative and judgment.
- Solutions to problems require analytical approach and elements of development and creativity within the scope of corporate protocols.
- Exercises a high degree of autonomy but advice is available on complex or unusual matters.

**7. WORKING RELATIONSHIPS**

**Level of Supervision**

- Monitors own workflow and works under limited direction

**Internal**

- Chief Executive Officer
- Directors
- Managers
- General Counsel
- Employees

**External**

- Consultants and contractors
- Legal advisers
- Government agencies
- Community members
- General public

**8. POSITION DIMENSIONS**

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	6
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