

WHITEHORSE CITY COUNCIL

Position description

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| Job title: Customer Experience Specialist | |
| Classification: Band 8 | Effective Date: 9 August 2023 |
| Reports to: Coordinator Human Experience | Tenure: Temporary – Until 30 June 2027 |

About us:

At Whitehorse City Council, community is at the heart of everything we do. We aspire to be a healthy, vibrant, prosperous, and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values, we also ensure that everyone has a voice and that everyone matters.

| Collaboration | Respect | Excellence | Accountability | Trust |
|---|---|------------------------------------|--|--|
| We work flexibly together to achieve outcomes and solve problems. | We actively listen, value diversity and care. | We adapt, respond, learn and grow. | We take responsibility and follow through on our promises. | We act with integrity and are empowered to make decisions. |

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive, and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures, and training to achieve these commitments.

Goal Statement

This position is responsible for developing and building a customer focussed culture through making improvements to our customer experience and interactions.

Key Responsibilities

Position Specific Responsibilities

- Establish a cross-organisational plan to make sustainable improvement to the experiences of Council customers with progress measures. This should address culture, people, process, and technology.
- Lead change to uplift the culture of customer centricity and human centred design.
- Work closely with the Technology Transformation Program Delivery Teams to put the customers at the centre of all technology change projects from procurement to implementation.
- Deliver Experience Improvement Projects as required to achieve experience improvements and measurable benefits.
- Coordinate the documentation of all customer service processes over 18 months to support the procurement of a new Customer Relationship Management (CRM) system.
- Develop and embed new ways to collect and analyse data to understand customer behaviour to improve/refine service delivery.
- Foster a culture (deliver supporting processes/policies) that values and uses customer data (voice of customer) to drive improvements.
- Identify opportunities for improvement in the development of experiences.
- Work with stakeholders to review and drive the end-to-end change to experiences.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets, and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets, and equipment.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety

Authority

Budget: NIL

Staff responsibility: NIL

Decision Making:

- The position works closely with Executive Leadership Team, Senior Leadership Team, and all People Leaders.
- The position has authority and freedom to act within established operational and budgetary guidelines and the provision of various Acts, regulations, codes, and City policies.
- The position has the authority to identify the need for and develop policy options.
- The position fully briefs the Coordinator Human Experience and Executive Manager Transformation on significant issues of operational and strategic importance. Customer Experience should directly affect the effectiveness of the organisation in the long term.

Key Relationships

- The position liaises with management and staff at all levels up to and including the Chief Executive Officer and Executive Manager Transformation.
- The position provides advice on Customer Experience to the Technology Transformation Program Delivery Team, Manager Organisational Technology, Executive Leadership Team, and other internal stakeholders.
- The position works closely with the other members of the Transformation Division to ensure effective enablement of the Transformation Program.

Skills and Attributes

Qualifications/Certificates/Licences and Experience

- Demonstrated experience working in customer experience design, implementation and/or project delivery.
- Experience leading cross-organisational collaboration to co-design, deliver and manage the delivery of desired outcomes.
- Demonstrated ability to influence and lead others through the adoption of change which will benefit customers, the organisation, and its stakeholders.
- Identifies and evaluates broader impacts of proposed policies and solutions.
- Can draw on wide-ranging interests and experiences when facing new challenges.
- Demonstrated understanding of the long-term goals of the wider organisation, the legal, socio-economic, and political context in which it operates.
- Sound knowledge of budgeting and relevant accounting and financial procedure.
- Working with Children Check.

Technology

- High competency in the use of Microsoft applications, including MS Teams, Word, Excel & PowerPoint. Experience with SharePoint desirable.

- High competency with the principles and application of continuous improvement practices and processes to enhance business systems and processes.

Interpersonal

- Highly developed oral and written communication skills with the ability to communicate, negotiate and work collaboratively with a range of stakeholders to achieve targeted outcomes.
- Demonstrated ability to negotiate with and influence stakeholders to achieve outcomes in a complex political environment.
- Highly developed influencing and negotiation skills.
- Resilience in challenging work environment with conflicting priorities and interests.
- The ability to gain cooperation and assistance of stakeholders to discuss and resolve specialist problems and identify solutions to new business problems.

Leadership/management:

- The ability to provide leadership and guidance to staff under supervision and to develop and monitor performance objectives for staff.
- Experience leading teams to deliver work plans to achieve strategic objectives.
- Knowledge of and commitment to the principles of equal opportunity.

Key Selection Criteria

1. Demonstrated experience working in customer and/or human experience design, implementation and/or project delivery.
2. Highly developed oral and written communication skills with the ability to communicate, negotiate and work collaboratively with a range of stakeholders to achieve targeted outcomes.
3. Experience leading cross-organisational collaboration to co-design, deliver and manage the delivery of desired outcomes.
4. Demonstrated ability to influence stakeholders to achieve outcomes in a complex political environment
5. Demonstrated ability to influence others through the adoption of change which will benefit community, the organisation, and its stakeholders. [OBJ]

Physical Requirements

| Physical Functional Demand | Specific Physical Job Tasks | Frequency/Duration of performance of task per day | Comments |
|----------------------------|-----------------------------|---|----------|
| Kneeling/Squatting | N/A | | |

| Physical Functional Demand | Specific Physical Job Tasks | Frequency/Duration of performance of task per day | Comments |
|---|-----------------------------|---|----------|
| Tasks involve flexion/bending at the knees, ankle, and waist to work at low levels. | | | |
| Hand/Arm Movement Tasks involve use of hand/arms | N/A | | |
| Bending/Twisting Tasks involve forward or backward bending or twisting at the waist. | N/A | | |
| Standing Tasks involve standing in an upright position | N/A | | |
| Reaching Tasks involve reaching above head, and above and equal to shoulder height | N/A | | |
| Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects | N/A | | |
| Lifting/Carrying Tasks involve raising, lowering, and moving objects from one level position to another | N/A | | |
| Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body | N/A | | |
| Keyboard Duties Tasks involve sitting at workstation and using computer. | | Daily | |
| Satisfactory Vision Standard of vision required equal to that required for driver's licence | N/A | | |