

# ROLE DESCRIPTION



<b>Position Title</b>	Lead Service and Experience Designer	<b>Job Ad Reference</b>	TQ2023-541
<b>Region or Business Unit</b>	Contact Centre Technology Refresh Project & Direct Applications Project	<b>Closing Date</b>	11:59pm 2 June 2023
<b>Portfolio</b>	Academic Portfolio, Corporate Office	<b>Location</b>	Mt Gravatt/Flexible
<b>Classification Salary</b>	AO8 TAFE Queensland Award – State 2016 (Modern Award), 36 ¼ hour week \$130,107.28 - \$137,516.63 per annum, plus superannuation contributions of up to 12.75% of your salary		
<b>Employment Status</b>	Temporary Full-time until 30 June 2024 unless otherwise determined.		

## About TAFE Queensland

TAFE Queensland is proud to be the largest and most experienced Vocational Education and Training provider in the State, with a history of serving Queensland communities for over 140 years.

We have recently been named the State Winner of the 2021 Large Training Provider of the Year at the prestigious Queensland Training Awards. Our training is delivered to students and apprentices on-site, online, in the workplace, or on-campus to give people the skills they need to enrich their communities, support their industries, and strengthen their local economies.

From entry-level certificates through to bachelor degrees, and comprehensive trade training, TAFE Queensland delivers hands-on, practical training across almost 500 qualifications at more than 50 campus locations throughout Queensland, from Thursday Island in the North to Coolangatta in the South East and as far west as Mount Isa.

Our unique structure and state-wide delivery model supports our commitment to assisting the diverse needs of our students, from a wide range of socio-economic and cultural backgrounds, and in regional and remote locations. Our responsive approach allows us to adapt our offering to meet the needs of local industries by delivering training that strengthens local communities and provides real employment opportunities for graduates.

We have a highly experienced workforce closely connected with their industries and dedicated to delivering best practices and innovative training. Our students benefit from our innovative, authentic, and progressive team, helping them graduate confidently, capable, and with the hands-on skills employers need.

At TAFE Queensland, we hold true to our values—Safety first, Working together, Focusing on our customer, Taking responsibility and Showing initiative—and keep our customers at the centre of everything we do. By living these values we continue to strengthen TAFE Queensland's reputation as a leading provider of high quality education and training our people are recognised for demonstrating these values in their everyday work.

TAFE Queensland values diversity and inclusion and provides employment opportunities which are inclusive of peoples from all diversity groups.

For more information about TAFE Queensland visit [www.tafeqld.edu.au](http://www.tafeqld.edu.au).

## Your Opportunity

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As the Lead Service and Experience Designer, you will:

Lead the customer experience design, service and process definition, and agent / platform experience across the enquiry to enrolment operating model; whilst also owning and updating the customer experience strategy and roadmap

They will work collaboratively with SME's across the organisation including ICT, contact centre team leads, marketing and BI reporting to define the front of stage customer experience including customer touchpoints and automated communications; and the back of stage enablers including process automation, data integrations, and management KPI reporting.

The role is expected to lead and / or contributes to activities including co-creation workshops, creative brainstorming, service blueprints, service safaris and process design. They are someone who is both hands on, delivery focused whilst also comfortable providing design leadership and managing senior relationships across the organisation.

This position reports to the Director of Customer Experience

## Key Responsibilities

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As the **Lead Service and Experience Designer**, you will:

- Identify, design and test the front of stage customer experience for the new contact centre platform
- Map key automation pathways including automated communications, Omni-channel pathways, and capacity alerts.
- Work with the TAFE Queensland project and ICT team members to identify the back of stage requirements and implications from the customer experience.
- Review, test and identify user experience and interface improvements for the direct application forms
- Work closely with the direct applications ICT team in rolling out a continuous improvements release program
- Analyse, evaluate and advise on business and solution requirements, workflows, call flows, service design elements and make recommendations to the Project Working Group to achieve the objectives of the projects and advocating the customer experience perspective.
- Participate in a multi-disciplinary professional team, undertake tasks and contribute to deliverables to support the specific scope and objectives of the projects.
- Be the customer advocate through the development of an extensive and effective network of internal stakeholders
- Develop and implement, in consultation with internal stakeholders, service blueprint diagrams and customer requirement documentation to ensure a high quality outcome for the projects while adhering to TAFE Queensland methodologies and documentation procedures.
- Research and prepare reports, briefing materials, training material and correspondence for the Steering Committee, Working Group, and other internal key stakeholders.

## How you will be assessed

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Within the context of the role description above, the ideal applicant will be someone who has the following key capabilities:

1. Demonstrated high level expertise and experience in contact centre technologies and complex application process design
2. Relevant experience in service design or related role such as user experience design or design research

3. Experience with user experience design tools and methods such as creating screen flows, wireframes and prototypes.
4. Experience in a management role leading multi-disciplinary teams to produce coherent and effective design solutions
5. Knowledge of existing and emerging service design tools and methods.

## **Qualifications / Requirements**

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### *Highly desirable requirements*

- Strong communication skills both verbal and written.
- Experience in running online and offline workshops.
- Proven history of delivering results on time and within budget
- Accustomed to working collaboratively with clients and cross-functional team members

## **How to Apply**

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*To apply for this role, please provide the following:*

- A maximum two page response outlining your suitability to meet the requirements and competencies listed under the section Success Factors for the Role.
- A current resume/curriculum vitae (CV) including contact details for two referees (one of whom is your current supervisor).

*For further information, please contact:*

Kirsty Robinson, via [Kirsty.Robinson@tafeqld.edu.au](mailto:Kirsty.Robinson@tafeqld.edu.au)

## **Additional Information**

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- The duration of this position will be dependent on work demands and the availability of ongoing funding.
- You may be required to travel and work across the region.
- Travel and overnight absences from base may be required of this position.
- It would be highly desirable for the incumbent to possess a current driver's licence.
- A criminal history check will be initiated on the successful applicant.
- A non-smoking policy applies across TAFE Queensland campuses, in TAFE Queensland buildings, offices and motor vehicles.
- If the successful candidate has been engaged as a lobbyist, a statement of their employment is required.
- You will be required to complete a period of probation of three (3) or six (6) months.
- You will be required to complete a range of training activities within the on boarding and induction period, including systems training.