



## POSITION DESCRIPTION

<b>Position Title</b>	Customer Experience Project Officer
<b>Position Code</b>	7101
<b>Business Unit</b>	Customer, Digital and Transformation Services
<b>Work Group</b>	Customer Service
<b>Position Classification</b>	Band 6
<b>Effective Date</b>	1 August, 2021

### Our Vision

The Rural City of Wangaratta (RCoW) prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. In this context we have a vision to build the best sports, aquatics and events precinct in regional Victoria – bringing significant social, recreational, health and economic benefits to our community. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

### Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues. □
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

### 1. Position Objectives

This role provides project support to develop and implement a range of projects which seek to improve customer experience across Rural City of Wangaratta. This role is empowered to influence and support change across the business to ensure that the customer is in the centre of design requirements and solution. The role liaises with multiple teams within Rural City of Wangaratta.

## 2. Working Relationships

Reports to	Customer Experience and Information Management Coordinator
Supervisors	NIL

## 3. Key Responsibilities

- Take a human centered design approach to undertake research and analysis, generate quality insights, and identify future state opportunities that support informed decision-making to deliver exceptional customer experiences.
- Implement improvements of the customer experience based on 'customer journey' (customer journey mapping), together with our customers and internal stakeholders, so that the customer experience improves.
- Lead projects to continuously improve and transform the customer experience, developing capabilities for the future.
- Oversee customer feedback including compliments, complaints, enquiries and requests including identification of improvement opportunities and implementation as required
- Communicate and provide access to relevant customer data and insights to the broader organisation, including the use of dashboards (e.g. PowerBi)
- Make recommendations for improvements of existing approaches and processes based on customer data
- Create new and exciting ways to engage staff and to help them feel empowered to do what's right for our customers
- Explore, create and develop content and materials to support projects.
- Consult with other areas of the business to share service and customer experience expertise and support the cultural change that the RCoW is making
- This role will best suit an individual is well organised, pragmatic and a lateral thinker with an inquisitive mind who is motivated to make change for the better and, most importantly, puts our customers first

## 4. Accountability and Extent of Authority

- Prioritise workload and deliver on Customer Experience Program initiatives.
- Contributing to corporate planning and risk management responsibilities and ensure services and products represent best value.

- Ensures all customer experience initiatives are aligned with the organisation's vision and strategies.
- Ensure equal opportunities and discrimination free processes and practices.
- Delivery of reports in line with legislative requirements and timeframes including the provision of Council reports and plans as specified by legislation.
- Make a positive contribution to the success of the unit.
- Accountable for creating and capturing accurate and complete records of the business activities related to this position, in accordance with approved policy and procedures. This is applicable to both hardcopy and electronic information, including email.

## 5. Judgement and Decision Making

- Ensure that all work activities comply with the organisation's operational standards and professional business standards.
- Use own judgment and experience for possible options and solutions before seeking assistance
- Support and provide assistance to the Customer Experience and Information Management Coordinator and take direction from agreed policies and procedures. Where situations arise that do not have clear guidelines, seek guidance to ensure the best approach is the best way forward.
- Assessing, recommending and managing the use of internal/external inputs such as legislation, services reviews, demographics, research/benchmarking data, trends and influences for outcomes
- Applying analytical skills in reviewing, presenting and implementing methodologies and system improvements.
- Prioritise daily work to ensure agreed service standards are met.

## 6. Knowledge and Skills

- The position requires skills, knowledge and experience in customer relationship management, customer experience engagement, and service delivery to improve customer outcomes.
- A demonstrated knowledge of service design and business improvement tools and methodologies e.g. Design Thinking, Lean Thinking
- Ability to partner with other departments improve customer experience and optimise service delivery
- Ability to facilitate and administer meetings and workshops.

- Ability to write plans, reports and recommendations and deliver presentations to all levels of the organisation.
- Demonstrated knowledge of project management methodologies
- Advanced skills in word-processing, database, and spreadsheet software.

### **Management Skills**

- Actively build and maintain engagement levels through open communication and activities that foster a sense of team unity.
- Be a role model for the values and ensure that programs and services are aligned with the organisation's values.
- Ensure awareness of and implementation of the employee code of conduct.
- Proactively assist with managing issues that arise within the team/s.
- Ensure that standard work practices of high quality

### **Interpersonal Skills**

- Ability to communicate with staff at all levels across the organisation.
- Ability to develop a consistent management approach to ensure the team delivers a significant work program supporting the organisational and strategic programs and projects.
- Ability to provide regular briefings and recommendations to Senior Management on issues within the job scope. The work requires a practical and direct communication style to ensure that directions, new strategies and approaches are successfully understood and implemented by staff.
- Ability to communicate and translate technical and analysed concepts to an appropriate level to ensure audience understanding.
- Ability to be engage with external stakeholders, third party service providers, professional organisations and other regulatory bodies to understand best practice approaches related to a regulatory environment.
- Ability to participate in formal and informal industry interest groups and confidently deal with people at all levels.

## **7. Qualifications**

- Relevant tertiary qualification or equivalent level of experience in related disciplines such as business management

- Substantial demonstrated practical application of customer relationship management and / or customer experience, design thinking principles and methodologies
- Demonstrated skills in collection and analysis of customer metrics and reporting to identify improvement focus areas.
- Demonstrated interpersonal and communication skills, particularly in the provision of high-quality advice and recommendations to senior management, facilitation of workshops, engaging staff with process and data analysis as well as high-level report / writing capabilities.
- Excellent project management skills including the ability to manage competing priorities and multiple projects to meet deadlines.
- Advanced research and data insights & analysis capability to advocate for the voice of the customer.
- Strong understanding and ability to use software systems e.g. Microsoft Word/ Excel, mobile solutions, and Business Improvement tools.
- Demonstrated ability to foster high quality stakeholder relationships.
- Qualification / certification in a Project Management methodology.
- Current Australian Driver's license.

## 8. Key Selection Criteria

- A tertiary degree and substantial related experience in Customer Experience.
- Experience in implementing CX strategies and plans and providing CX advice.
- Experience using customer analytics, metrics and measurement to surface insights and drive improvements to customer experience.
- Experience leading customer research initiatives and/or implementing a Voice of Customer program.
- Knowledge about creating personas, customer journey mapping, user experience design, and related techniques.
- Highly developed written and presentation skills including demonstrated ability to skilfully communicate complex ideas and issues to a variety of audiences.
- Ability to work with, influence and gain cooperation and assistance from people at all levels of an organisation.
- Ability to manage time and prioritise work based on organisational objectives.

**Authorised by: Director – Corporate Services**

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**Date:**

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**Employee’s Signature:**

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**Date:**

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