

Draft Role Profile

Part A - Grade & Structure Information

Job Family Code	13SW	Role Title	Head of Customer Engagement and System Development
Grade	PS13	Reports to (role title)	Assistant Director
		Directorate	Children, Families, Learning and Communities
JE Band	614-734	Service	Customer Engagement and Communications
		Team	
		Date Role Profile was created	01/03/2022

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	<p>To lead and manage the department's customer services functions and communications with internal staff and external stakeholders.</p> <p>To lead the development and implementation of a 'user voice' strategy to ensure the active involvement of users of children's services in providing feedback about service performance and quality and in the shaping of future services.</p> <p>To ensure that the highest standards of customer service are provided to those making complaints, representations or enquiries about departmental services.</p> <p>To lead and model a problem solving and resolution focused approach to responding to complaints, representations and enquiries about departmental services.</p> <p>To work collaboratively with the Children's Workforce Academy in Surrey and have responsibility for defined workstreams, supporting the development 'offer' for the workforce, partnership and income generation. Identifying and implementing system learning.</p> <p>To work in partnership with other public sector agencies and with operational managers to maximise the impact of staff learning and development activity on service quality and outcomes for service users.</p>
Work Context	<p>The postholder will be responsible for creating an environment in the department which is open to and welcoming of customer feedback and involvement in the delivery and development of services.</p> <p>The postholder will need to ensure that statutory requirements and council policies in respect of complaints and enquiries are fulfilled and are implemented in an efficient and accessible manner.</p> <p>The postholder will also need to ensure that information and intelligence gained from engagement with service users and other stakeholders is fed into and helps inform the planning, performance management and quality assurance of departmental services.</p> <p>The postholder will lead and enable partnerships with service users and operational teams to promote open practice and accountability.</p>
Line management responsibility if applicable	The postholder will lead and manage a discrete service area in the department managing a variety of teams and practitioners.

Budget responsibility if applicable	The postholder will directly manage staffing and sundry budgets in the region of £750-800k per annum.
Representative Accountabilities Typical accountabilities in roles at this level in this job family	<p>Risk Management</p> <ul style="list-style-type: none"> • Manage risk in relation to service delivery ensuring safeguarding issues are addressed, and contribute to the corporate risk management framework. <p>Service Development</p> <ul style="list-style-type: none"> • Evaluate existing service provision taking account of feedback and broader external developments, to ensure innovative solutions are proposed to maximise service quality, efficiency and continuity. • Drive change and embed new ways of working to ensure high quality service delivery and value for money. <p>Planning & Organising</p> <ul style="list-style-type: none"> • Develop and ensure implementation of operational and service plans and policies, and play a key role in long term plans to develop and implement new initiatives and operational systems. • Assist in the production of service plans, including the setting, monitoring and evaluation of service targets. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> • Plan, control and monitor allocation and use of allocated budget/resources/funding effectively to ensure maximum value is delivered. • May have indirect influence on significant commissioning budgets. <p>Work with others</p> <ul style="list-style-type: none"> • Liaise internally and externally to ensure the department/service issues are appropriately represented and acted upon to enhance service delivery. • Work with a range of agencies and partners to develop services in line with government policies, and to promote and coordinate initiatives. <p>People Management</p> <ul style="list-style-type: none"> • Manage the service delivery of teams and units and ensure all cases, including complex and high risk are progressed in line with quality, national and legislative standards. • Lead, motivate and develop individuals using a coaching approach, to better meet current and future requirements. <p>Duties For All</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, safety and welfare: To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.</p>

<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Relevant professional qualification and registration where required plus substantial experience at a senior management level in specialist area. • Extensive, sophisticated and up to date working knowledge of relevant national and local policy, statutory guidance and legislation in relation to the provision of Health and Social Care services. • Comprehensive knowledge and awareness of broader contextual factors affecting national service delivery. • Ability to exercise a significant degree of critical and constructive thinking and demonstrate evaluative judgement. • Extensive knowledge of the concepts of change management, project management and continuous improvement, and their practical application. • Proven ability to manage budgets and available resources to deliver effective support to their area of responsibility. • Excellent written and oral communication and interpersonal skills with high level negotiation and influencing skills, and the ability to build effective relationships with colleagues and a range of external partners. • High level problem solving and analytical skills with the capacity to devise and implement innovative solutions for strategic change. • Proven ability to assess risks and benefits and respond appropriately. • Clear evidence of political acumen. • Wide experience in successful leading, motivating, coaching, mentoring and developing staff. • Expert specialist knowledge consistent with the role.
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Highly developed skills in leading customer engagement functions in a local government or similar setting.</p> <p>Highly developed skills in developing systems and procedures to enable compliance with statutory requirements and local policies.</p> <p>Detailed knowledge of the council's duties and powers in respect of services for children and of the statutory frameworks for complaints; subject access requests; FOI requests.</p> <p>Highly developed skills in risk assessment and mitigation.</p> <p>Excellent communication skills and the ability to engage those at all levels in the organisation and with service users.</p>
<p>Role Summary</p>	<p>Roles at this level plan, organise and manage large and complex teams or specific service areas, and/or provide day to day operational management for a specified geographical area or service. Their work usually includes policy development, developing and implementing operational plans and helping to develop and deliver strategy. Planning takes place over a longer period (year or more). They will require a full understanding of a professional or specialised field and will work with those both inside and outside the organisation, to influence the development of services or delivery of specific projects or council objectives. Roles at this level require extensive management experience and high level expertise. They exercise a significant degree of flexibility and independence for decision making within their particular functional area, working to broad parameters and policy guidance.</p>

