

Role Profile

Part A - Grade & Structure Information

Job Family Code	12BF	Role Title	Customer & Communities Lead
Grade	PS12	Reports to (role title)	Chief of Staff
		Directorate/School	Environment, Transport & Infrastructure
JE Band	519-613	Service/Department	Planning, Performance & Support
		Date Role Profile was created	Apr-21

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>Ensure ETI's customers receive a consistent, accessible and excellent customer service experience. Promoting and embed a customer ethos throughout the service. Define and deliver mechanisms to ensure customer and community engagement is used effectively to influence future ETI plans and continuous improvements in the services we deliver.</p> <p>Working closely with ETI colleagues and our frontline Customer Service team, the role will understand the end to end customer journey and will develop & deliver ETI's customer strategy and implementation plans, ensuring at all times this is in line with our corporate strategy & policies. They will work closely across ETI, Customer & Digital services to identify opportunities to improve customer experience, data and systems that result in efficient ways of working and improved customer satisfaction.</p> <p>The role will also work with the councils Communities team to define and embed more locally based community engagement and associated ways of working within ETI services. This includes finding more inclusive options for communities to highlight (and vote) on their issues; and being more creative in finding solutions to issues raised alongside communities which might involve changes to service policy and process to allow residents to be more empowered.</p>
Work Context	The post holder will work in a matrix style, reporting into a number of senior roles including the Head of Customer Strategy, Head of Customer Service and the Head of Community Partnerships & Engagement. They will work with senior managers across ETI to shape requirements and deliver improvements.
Line management responsibility if applicable	The post holder will not initially have any direct reports, though as they understand the service requirements (supported by business analysis resource) and develop the longer term strategy & plan they are likely to have a small team reporting in to them. Existing customer service based posts across ETI will have a matrix reporting relationship to this role, as will any additional resources required to deliver improvement initiatives (e.g. digital, project management).
Budget responsibility	Will be in line with strategies and plans developed. Will need to evidence cost/benefit for proposals put forward.
Representative Accountabilities Typical accountabilities in roles at this level in this job family	<p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> Identify issues, trends and opportunities that may have an impact in their area of responsibility to enable appropriate action to be taken. Lead the development of policy in the own area of specialism, contributing to the delivery of organisational objectives. <p>Service Delivery</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. Apply specialist expertise and use judgement to make decisions where solutions are not obvious, to deliver services that meet customer requirements and service standards. 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 plans and play a key role in the formulation of strategic longer term plans for the area to fit broader functional and organisational strategy. Lead major projects and reviews and represent the business area in internal and/or external initiatives to enhance reputation and service delivery. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> Manage allocated budget/resources/funding effectively and flexibly and control all related expenditure to ensure delivery of targets/objectives within budget. Contribute to resource and budget planning within own area. <p>Work with others</p> <ul style="list-style-type: none"> Liaise internally and externally at senior levels to establish service requirements and priorities and ensure the department/service issues are appropriately represented and acted upon. Work with managers, service representatives and partners to identify and apply cost effective means of delivering improvements to business processes and strategies. <p>People Management</p> <ul style="list-style-type: none"> Manage a group of staff across a function/service, or as a significant part of a wide function to ensure all relevant annual targets and goals are delivered within budgetary/resource constraints. 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 & Welfare: To be responsible for ensuring health & safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics	<ul style="list-style-type: none"> Degree or equivalent professional qualification plus experience at management level in a specialist area. Knowledge of the principles of change management, project management and continuous improvement, and their practical application. Authoritative knowledge of the work practices, process and procedures relevant to the role including broader sector/commercial awareness. Ability to manage budgets and resources to deliver effective support to their area of responsibility. Strong written and oral communication and interpersonal skills with high level negotiation and influencing skills and the ability to work collaboratively with internal and external partners/professionals. Comprehensive knowledge of computerised business systems. Understands how to inspire and motivate others. Advanced problem solving and analytical skills with the capacity to devise and implement practical and creative solutions. Wide experience in successful leading, coaching, mentoring and developing of staff.
Details of the specific qualifications and/or experience if required for the role in line with the above description	<p>Experience in:</p> <ul style="list-style-type: none"> Customer enquiry / customer journey redesign. Customer based technologies - CRM, chatbot, social media, web/digital. Development of channel strategy. Development of reporting/KPIs to ensure provision of high quality customer service. Development of engagement plans and resulting customer insight to improve operational services & future plans/strategy. Development and delivery of customer services training and driving culture change. Influencing key stakeholders. Designing proactive engagement methods with customers & communities, including development of approaches to engage diverse and hard to reach groups. <p>Can demonstrate a desire & track record of innovating new approaches to customer and community engagement.</p>
Role Summary	Roles at this level are substantial management roles, they are either managing a multi functional support service within one of the organisation's service areas, or coordinating a specific business development or advisory area. This may involve significant coordination of complex or diverse services, e.g. leading business support services to professional teams, or coordinating teams carrying out specialist advisory or administrative services. More specialised roles 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 organisational objectives. They will provide overall guidance to more junior managers in terms of planning, service standards and resources which underpin service level agreements. Planning takes place over a one year horizon. They work closely with customers, staff, agencies and/or contractors to ensure that the services meet and exceed expectations. Roles at this level require extensive management experience and high level expertise. They exercise flexibility and independence for decision making within their particular functional area, working to broad parameters and policy guidance. Roles at this level are accountable for the professionalism of service delivery under their remit.
Reference Number	BM-2021-206