

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>13BF</b>	<b>Role Title</b>	<b>Contact Centre Service Manager</b>
<b>Grade</b>	PS13	<b>Reports to (role title)</b>	<b>Assistant Director Customer Experience</b>
		<b>Directorate/School</b>	<b>Resources</b>
<b>JE Band</b>	614-734	<b>Service/Department</b>	<b>Customer Services</b>
		<b>Date Role Profile was created</b>	<b>Mar-25</b>

## 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.

<b>Role Purpose</b> including key outputs	<p>Provide operational overview of the Customer Services social care and non-social care contact centres, the Customer Services Business Intelligence team and the Blue Badge team . Reporting to the Assistant Director of Customer Experience the role will contribute to strategic service planning working closely with other members of the Customer Services senior leadership team.</p> <p>Oversight of operational effectiveness, including team and direct report performance, technology and systems, customer contact channels and processes, business insight and customer satisfaction. Provide direction and guidance to ensure a culture of continuous improvement, where individuals and teams achieve the highest possible level of customer service excellence through sustainable performance improvements.</p> <p>Work with second line teams and transformation/LGR workstreams to identify opportunities to expand the provision of information and advice on a range of services, in line with the Council's ambitions for a centralised single point of contact for customers where as many enquiries as possible are resolved at first point of contact. Oversee the implementation of new workstreams working with customer services colleagues to ensure that sustainable resource and systems are in place to support this so that the Service is in a state of readiness for Local Government Re-Organisation.</p> <p>Ensure business continuity solutions are in place, effective and regularly reviewed. Line management of contact centre operations managers, Blue Badge Team Manager and Business Intelligence Lead.</p>
<b>Work Context</b>	<p>The role has oversight of the Customer Services Contact Centres, the Customer Services Business Intelligence team whose reporting, insight and resourcing remit crosscuts all Customer Services teams, and the Blue Badge Team, which operates a statutory service for DfT managing a high and growing level of applications . This is a fast paced, high-volume environment which handles a large number of enquiries by telephone and other digital contact channels and is the front door to the majority of council services. Wherever possible enquiries and requests for service are resolved at first point of contact, without needing to refer to specialist teams in other parts of the organisation.</p> <p>This role is responsible for setting and maintaining the standard that both internal and external customers experience and ensuring that contact centre and Blue Badge team resources are effective, efficient and meet demand across different channels and skillsets.</p> <p>With a strong customer focus, they are responsible for building strong and effective working relationships with colleagues in second line services to ensure a culture of continuous improvement and the provision of a timely, high quality, inclusive resident experience that meets the needs of customers, including those with complex issues or who are vulnerable, distressed or digitally excluded, and which aligns with service and organisational objectives.</p> <p>The role requires extensive experience of contact centre operations and an ability to engage with and influence a range of stakeholders including senior managers and partner organisations.</p>
<b>Line management responsibility</b> if applicable	Direct line management of both the social care and non-social care contact centre operations managers, the Blue Badge Manager and Business Intelligence Lead. Additional line management responsibilities may be required with operational expansion.
<b>Budget responsibility</b> if applicable	Responsible for Blue Badge budget of approximately £110k, the CFLL funded RFS team budget of £577k and, as a member of the Customer Services Leadership team, indirect responsibility for the overall Customer Services budget of approximately £3.1m

<b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family	<p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Identify issues and trends that may have an impact in their area of responsibility to enable appropriate action to be taken.</li> <li>• Lead the development of policy in own area of specialism, contributing to the delivery of organisational objectives.</li> </ul> <p>Service Delivery</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Apply specialist expertise and use judgement to make decisions where solutions are not obvious, to deliver services that meet customer requirements and service standards.</li> <li>• Drive change and embed new ways of working to ensure high quality service delivery and value for money.</li> </ul> <p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Develop and ensure implementation of operational plans and play a key role in the formulation of strategic longer term plans for a broader functional area to fit broader functional and organisational strategy.</li> <li>• Lead major programmes and reviews and represent the business area in internal and/or external initiatives to enhance reputation and service delivery.</li> </ul> <p>Finance/Resource Management</p> <ul style="list-style-type: none"> <li>• Manage allocated budget/resources/funding effectively and flexibly and control all related expenditure to ensure delivery of targets/objectives within budget.</li> <li>• Contribute to resource and budget planning within own area.</li> </ul> <p>Work with others</p> <ul style="list-style-type: none"> <li>• Liaise internally and externally at senior levels to ensure the department/service issues are appropriately represented and acted upon.</li> <li>• Work with managers, service representatives and partners to identify and apply cost effective means of delivering improvements to business processes and strategies.</li> </ul> <p>People Management</p> <ul style="list-style-type: none"> <li>• Manage a group of staff across a function/service, or as a significant part of a multi-disciplined function to ensure all relevant annual organisational targets and goals are delivered within budgetary/resource constraints.</li> <li>• Lead, motivate and develop individuals using a coaching approach, to better meet current and future requirements.</li> </ul> <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality &amp; Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety &amp; Welfare: To be responsible for ensuring health &amp; 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>
<b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent professional qualification plus experience at management level in a specialist area in a demanding business environment.</li> <li>• Extensive knowledge of the principles of change management, project management and continuous improvement, and their practical application.</li> <li>• Authoritative knowledge of the work practices, processes and procedures relevant to the role including broader sector/commercial awareness.</li> <li>• Proven ability to manage budgets and available resources to deliver effective support to their area of responsibility.</li> <li>• 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.</li> <li>• Comprehensive knowledge of computerised business systems.</li> <li>• Proven ability to inspire and motivate others.</li> <li>• Advanced problem solving and analytical skills with the capacity to devise and implement practical and creative solutions.</li> <li>• Proven ability to assess risks and benefits in a complex environment and respond appropriately.</li> <li>• Substantial experience in successful leading, motivating, coaching, mentoring and developing staff.</li> </ul>
<b>Details of the specific qualifications and/or experience if required for the role in line with the above description</b>	<ul style="list-style-type: none"> <li>• Extensive experience of providing a range of solutions that meet the needs of a complex, fast paced customer focussed service.</li> <li>• Strong operational background with experience of using analytics and feedback to make customer focussed, value for money improvements.</li> <li>• Extensive knowledge of all areas of customer service activity, particularly social care and non-social care contact centres models and processes and contact centre systems and telephony.</li> <li>• Experience of business continuity procedures relating to customer service functions, particularly in relation to contact centres.</li> <li>• Detailed knowledge of call centre technology and best practice.</li> <li>• Proven experience of designing and implementing customer service process improvements.</li> </ul>

<b>Role Summary</b>	<p>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.</p> <p>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. Their work includes developing and implementing operational plans and contributing to the longer term plans for the area in line with organisational strategy. They will provide overall guidance to more junior managers in terms of planning, service standards and resources which underpin service level agreements. 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.</p>
<b>Reference Number</b>	BM-2025-103

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