

Position Description

Position title:	Digital CX Lead
Directorate:	Strategy and Engagement
Service Unit:	Customer Experience
Reports to:	Manager Customer Experience
Direct reports:	Nil
Salary point:	SP17
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	August 2021

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable, and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust, and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Customer Experience?

The Customer Experience Service Unit is committed to leading a customer centric culture and driving forward the organisation's Customer Experience (CX) Strategy in the pursuit of service excellence for both external and internal customers. Consisting of three streams responsible for service delivery, insight and improvement, and CX Transformation, we promote a supportive team culture that is performance based and empowers team members to be their best to deliver a quality service experience our customers' trust.

What's the focus of this position?

Our CX Transformation is a key strategic priority for the organisation, sponsored by our Executive Leadership Team. Our vision is to flip the power from the organisation to the customer, building lifelong trust - what an exciting opportunity to be at the centre of this transformation journey! Our team consists of subject matters experts in CX Strategy, Human Centred Design and Culture Change and Communications.

Working to an initial three year roadmap, our CX Transformation Team will partner across the organisation on key deliverables spanning culture and behaviour change, business process improvement and digital service transformation initiatives. We will work with key stakeholders and subject matter experts, in particular with Information Technology and People & Culture, to ensure whole of organisation change and to deliver on our CX objectives of providing empathetic, reliable, easy and proactive services for our customers.

The Digital CX Lead is primarily responsible for the definition and design of the organisation's digital Service Catalogue in order to radically transform the external customer experience. You will live and breathe a 100% UX/CX focus to deliver web content and service improvements that are simple, valuable, respectful, transparent, timely and trustworthy. Through analysis and uplift of processes and procedures, you will identify opportunities and create fit for purpose experiences that empower our customers and staff to interact digitally.

What you'll be doing:

- Drive the Digital CX vision, working collaboratively with the IT Digital Services Chapter Lead and other key internal and external stakeholders on the scope and design of fit for purpose digital customer experiences.
- Lead the definition and design of CN's Service Catalogue and the program's objectives, roadmap and deliverables, ensuring alignment to the CX strategic objectives and guiding principles, and partner with IT Squads and vendors to ensure successful development and implementation.
- Analyse the current web content and service offering, along with the associated customer journey, for products and services on the CN website (including service level agreements) and consult with stakeholders to develop a comprehensive understanding of the strengths and weaknesses of existing processes and systems.
- Identify opportunities for automation with regards to the service catalogue end to end, and develop recommendations for customer experience and process improvement, digitisation, and self-service creation.
- Scope, plan, and execute design activities in collaboration with the HCD Lead and UX Developer to translate ideas and concepts into user flows, wireframes, mock-ups, and interactive prototypes.
- Prioritise and manage the program deliverables based on customer value, time, and other resource dependencies and be accountable for managing and tracking resources, budgets, and forward planning for your program.
- Use customer insights, feedback, journey maps and analytics to guide and inform recommendations and collaborate with the team to identify emerging trends and innovations that can be adopted to benefit CN.
- Work closely with the CX Transformation Team to understand problems, define benefits, and explore opportunities. Leverage the talents and skills of the team to optimise outcomes, meet business requirements and deliver iterative value for end users at regular intervals.
- Work closely with the CX Strategist to refine and adapt the CX strategic objectives and initiatives as appropriate based on the latest customer insights and changing needs, business requirements and technologies, etc.
- Be accountable for managing and tracking resources, budgets and forward planning.
- Track, measure and analyse key metrics and performance of key deliverables contributing to the overall program success.
- Contribute to all applicable program forums (e.g. Agile ceremonies and Project Working Groups) to ensure strict program governance, oversight, and reporting.
- Be proactive and ensure that quality customer service is always provided to your customer, regardless of the communication channel.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your manager.

The essentials you'll need:

- Bachelor's Degree in Business, IT, Information Management, UX Design or a related qualification, and/or demonstrated capability through past employment experience.
- Demonstrated extensive experience in the design and delivery of customer experience and/or employee experience digital programs, products or services.
- Track record of successfully delivering strategic digital or service design transformation work with demonstrated results and effectiveness.
- Demonstrated knowledge and skills in design thinking / human centred design, experience / journey mapping, service design, pain points/gain points, prototyping and the use of these principles/insights to solve problems and create opportunities for customers.
- Demonstrated experience working with Project Management methodologies; including the ability to apply project management principles and practices to complex issues and deliver the agreed objectives within the agreed timeframes.
- Demonstrated experience in business analysis within a complex environment with a strong focus on data and digital capabilities; including experience in requirement elicitation, gathering, documentation and management.
- Ability to make sound, pragmatic, and customer-focused decisions.
- Highly developed interpersonal skills, with proven abilities in consultation, negotiation and influencing at all levels, and the capacity to develop and manage effective collaborative relationships.
- Strong communication skills and the ability to challenge the status quo while working within a structured and highly legislated environment.
- Self-starter with the ability to work independently as well as within a multi-disciplined, team environment.
- Demonstrated customer focus, outcome-driven and passion about customer centric innovation.
- Demonstrates the values and behaviours that contribute to a constructive, high performance culture.

Other valuable skills you may have:

- Project management qualification.
- Journey Mapping, Design Thinking and Human Centred Design courses.
- Understanding of the local government context and awareness of the services provided to the community.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	