

JOB DESCRIPTION & PERSON SPECIFICATION

Customer Transformation Officer

JOB PURPOSE

The overarching purpose of the Customer Transformation Officer is to support Flintshire County Council to exploit the potential of digital to deliver excellent services to our customers. Working within Customer Service, the post holder will support the successful implementation of the Customer Service and Digital Flintshire Strategies during the three year customer and digital transformation programme. This means, the post holder will be committed to providing excellent services to customers and will ensure the Council utilises digital channels as a way of delivering Council services whenever possible.

MAIN DUTIES AND RESPONSIBILITIES

1. Support the implementation of the Council's Customer and Digital Strategies by engaging with service managers and teams to review customer access channels and effectively, persuade and influence the transformation of digital services
2. Research best practice for delivering digital customer services identifying opportunities for implementing similar changes within the Council
3. Identify opportunities for delivery of business efficiencies across the organisation through migration of customer interactions to digital channels using techniques such as Lean and BPR.
4. Lead, manage and deliver small projects to provide new and enhanced digital customer services following best practice. Working closely with colleagues across the Council including IT, they will also be expected to work as part of a project team on larger projects across the Council and with partner organisations.
5. Analysis of performance data (e.g. Google Analytics, customer feedback) to identify opportunities to improve both service delivery and employee performance.
6. Direct web content editors to ensure consistency and adherence to Web Content Accessibility Guidelines (WCAG) (the main international standards organisation for the Internet) including plain English
7. Produce performance reports for submission to the Customer Service and Registration Manager in accordance with the Council Plan key priorities e.g. website usage.
8. Supervise and review workloads and performance of the Customer & Digital Services Officers to ensure corporate targets are met e.g. complaints handling, Customer Service Strategy, Digital Customer (Digital Flintshire Strategy).
9. Undertake other duties commensurate with the post.

PERSON SPECIFICATION

Qualifications:

Educated to HND/or Degree level in a relevant discipline or proven relevant experience.

Relevant qualification in Project Management or proven experience in implementing change.

Desirable ILM level 4 or experience of leading and managing teams.

Experience, Skills & Competencies:

Performance management - management of own and team performance against a range of KPIs and service standards. The post holder must also be able to work unsupervised using their own initiative.

Digital skills - must be confident in the use of a range of IT software including Google Analytics, CAMS, Web Content Management software, project management, Microsoft Office (advanced skills).

Project management - will have a clear understanding of the requirements and tools needed to manage projects through the full project management life cycle. They will be expected to participate in complex projects and to lead smaller projects relating to customer service improvements.

Analytical / Research - able to analyse data in order to identify trends, patterns and service improvements. Will have Business Process Re-Engineering skills to ensure customer service processes are lean and efficient.

Strong verbal communications skills - ability to engage with officers at all levels within the organisation. Ability to maintain effective working relationships with team members, colleagues across the organisations, customers, suppliers, and colleagues in other public sector organisations.

Presentation skills - Excellent written skills and the ability to produce high quality documentation appropriate to relevant tasks such as reports, outcomes from research and development.

Excellent customer services skills and a high degree of customer focus to ensure that services are delivered which meet both current and future customer needs, and deliver efficiencies for the council.

Supervision skills - will direct the Customer & Digital Services Officers in the day to day priorities related to website content.

