

## **Job Description**

<b>Post title</b>	Service Manager- Customer Services	<b>Grade</b>	K
<b>Department</b>	Resources and Business Transformation	<b>Post ref</b>	

### **Overall job purpose**

This is a highly visible leadership role within the council working collaboratively with service areas to transform customer experience and re-design services around the customer.

The role will develop and lead the vision for customer service excellence across the Council, focusing on making it easy for customers to access services through all channels, encouraging and supporting self-service, and helping customers to get the services they require and the answers they need at the first point of contact.

Managing the corporate customer service function, the role will provide leadership, support and development for staff to drive a high performance culture and create an environment that is truly customer first.

Reporting on all channels and performance, the role will drive channel shift and improved customer experience, having corporate management and analysis of customer data to support services in service redesign

Manage the transition, review and refinement of new digital services into the customer service function and the council's operations.

### **Reporting relationships**

<b>Reports to:</b>	Director – Resources and Business Transformation
<b>Responsible for:</b>	Corporate Customer Service function and roles that become part of that function

### **Key tasks and responsibilities – post specific**

Make a positive contribution to the Corporate Leadership Team and other directorates, working across the Council to develop a professional customer service offer and drive customer excellence.

Develop the Customer Service Strategy for Ashfield District Council, setting out the vision and journey to customer excellence, and informing the digital strategy that will support it. Promoting the strategy across the Council to ensure buy-in.

Lead and manage development of a corporate customer service team, consolidating customer service activities to create multi-skilled customer professionals able to resolve customer needs at first point of contact.

Lead the team by inspiring them towards a clear strategic vision and team purpose, creating a positive and engaging environment that fosters innovation and excellence. Developing skills to improve performance levels.
Develop and lead all customer interaction channels, encouraging channel shift, planning and optimising resources to deliver efficiencies and creating a one-stop-shop environment for customers.
Optimise telephony management across the organisation and using metrics, such as customer contact types, call waiting and abandon rates to identify efficiencies and shape services for customers.
Working with the Web Content Lead and Digital Team, ensure the user experience (UX), and website is customer centric. Making it simple for customers to find the information they need and report, request, pay online, through multiple devices.
Work with the Digital Team to plan self-service developments in line with customer needs and potential efficiencies. Using all channels, face-to-face, phone and web to promote and market channel shift.
Establish and manage performance metrics to understand and forecast customer contact, using actionable insight for resource planning and to prioritise improvements.
Develop customer insight tools for the Council, such as surveys, corporate feedback mechanisms and journey mapping, to better understand customer needs and target improvement resources.
Develop customer service standards to be used consistently across the Council. Publish standards and performance against standards through appropriate channels.
Manage services within budget while seeking potential efficiency gains from different ways of working and digitisation.
Lead and manage the customer complaints process, analysis and identified areas for improvement.
Lead on review, compliance and monitoring for customer facing- equalities and diversity policies and practice

<b>Key tasks and responsibilities – corporate</b>
Operate according to the Council's corporate values and codes of behaviour.
Ensure at all times all Health & Safety legislation requirements are met and that the Council's Health & Safety Policy, its arrangements and procedures are implemented. This includes, where applicable, taking responsibility for personal health and safety and having regard to other persons affected by the performance of the duties of the post; ensuring that risk management objectives are delivered and other risk management activities effectively implemented and monitored.
Exercise proper care in handling, operating or safeguarding any equipment, vehicle or appliance provided, used or issued for the performance of the duties of the post.
Have a commitment to and understanding of the Council's approach to equality and diversity and promote and deliver fair, sensitive and quality services.
Comply with all relevant Council policies and procedures including financial regulations, code of conduct, HR policies / procedures, Data Protection, Freedom of Information Act and ICT Codes of Practice.
Adhere to relevant working practices, methods and procedures and undertake relevant training and development as required and respond positively to new and alternative ways of working.
Carry out any other reasonable duties and responsibilities commensurate with the grade and level of responsibility of the post.

Engage with digital models of service delivery and support the implementation of digital working methods.
Manage and / or use resources in ways that ensure value for money and supporting the commercialism agenda.
Demonstrate a commitment to the delivery of excellent service for all customers and service users.

<b>Employee signature</b>			
<i>This job description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of an individual post will change and existing duties may be lost and others gained without changing the general character of the duties or the level of responsibility. As a result the Council expects that this job description and person specification will be subject to revision.</i>			
<b>Employee signature:</b>		<b>Date:</b>	

## **Person Specification**

<b>Competencies</b>	
<i>Please refer to the relevant competency framework for more information about the behaviour descriptors for each competency. All competencies within the relevant framework are applicable to the post and the ones that have prioritised for recruitment are detailed below.</i>	
<b>Competency framework relevant to the post:</b>	<b>Employee / Leadership Level 1 / Leadership Level 2 / Leadership Level 3 (delete as applicable)</b>
	<b>Assessment</b>
Seeing the big picture	Certificate(s), application form, interview.
Changing and improving	Certificate(s), application form, interview.
Making effective decisions	Certificate(s), application form, interview
Leading and communicating	Certificate(s), application form, interview.
Delivering value for money	Certificate(s), application form, interview.
Collaborating and partnering	Certificate(s), application form, interview.
Managing a quality service	Certificate(s), application form, interview.

<b>Skills</b>	<b>Essential / Desirable</b>	<b>Assessment</b>
Leading and motivating teams to high performance.	E	interview/ presentation
Collaboration and influencing skills to breakdown silos and encourage a one team culture.	E	interview/ presentation
Innovation and a desire to improve self, team and customer experience.	E	interview/ presentation
Engaging and clear communicator.	E	interview/ presentation

<b>Knowledge</b>	<b>Essential / Desirable</b>	<b>Assessment</b>
Appreciation of customer service in the public sector.	E	application form/interview

Knowledge of the national trends/direction for customer service, such as digital services and channel shift.	E	application form/interview
Knowledge of contact centres, systems and platforms.	E	application form/interview
Understanding of customer centric web design, user experience (UX), and content	E	application form/interview
Digital marketing techniques	D	application form/interview
Knowledge of Equalities Act	E	application form/interview

<b>Experience</b>	<b>Essential / Desirable</b>	<b>Assessment</b>
Transforming a service to deliver improvements and efficiencies.	E	application form/interview
Managing in a customer service environment such as a customer service centre or call centre.	E	application form/interview
Proven experience delivering and evidencing results	E	application form/interview
Performance management and development of teams	E	application form/interview

<b>Qualifications</b>	<b>Essential / Desirable</b>	<b>Evidence</b>
Management Qualification e.g. Degree or equivalent in relevant subject	E	certificate
Relevant Customer Services related professional/post graduate qualification	E	certificate

<b>Additional information / other requirements of the post</b>
<ul style="list-style-type: none"> <li>• The post is politically restricted under the Local Government (Politically Restricted Posts) (No. 2) Regulations 1990</li> <li>• The post holder is eligible for casual car user allowance.</li> <li>• The employee will be required to work out of normal working hours / attend evening meetings / work weekends and / or bank holidays as part of their role.</li> </ul>

<b>Date produced / last amended</b>
September 2020