



Digital Customer Experience Advisor

POSITION PROFILE

Division	Corporate Support	Status	Full time, permanent
Unit	Communications, Engagement & Customer	Salary Grade	12-13
Reports to	Team Leader, Communication & Engagement	Reviewed	April 2022

STRATEGIC INTENT

The Communication, Engagement & Customer Unit works across the organisation to facilitate effective communication, engagement and customer experiences with our community through diverse channels. Our services seek to build trust and confidence in Council by:

- Informing and educating about the services, responsibilities and decisions of Council.
- Provide opportunities to participate in Council decision making.
- Facilitating effective and positive experience for customers engaging with Council.
- Strengthen customer centric service delivery and culture within the organisation.

POSITION PURPOSE

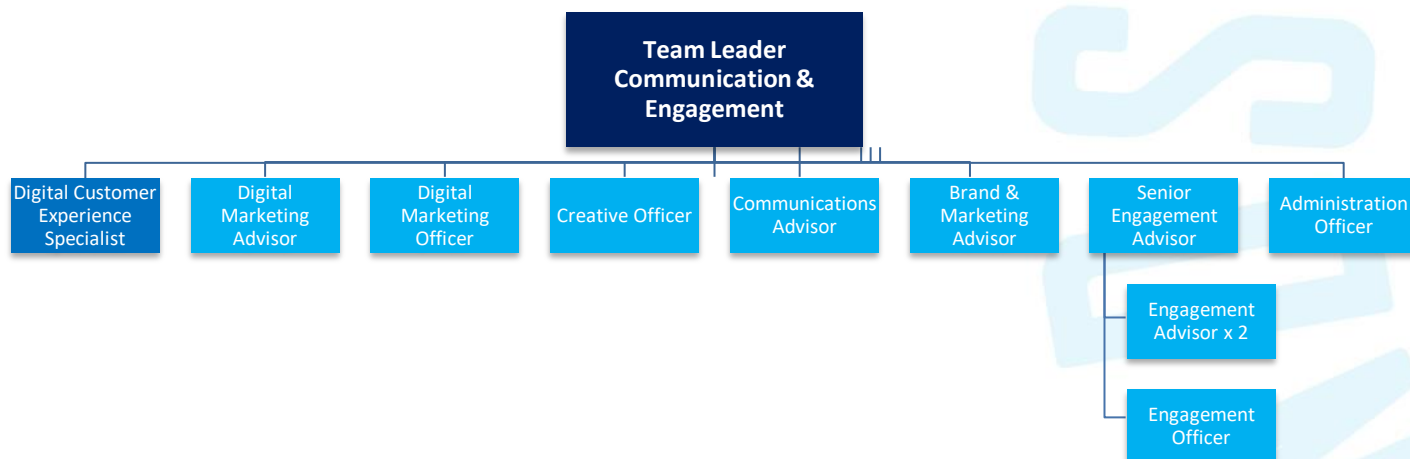
A key role within the Digital Communications Stream, the position will lead the management and ongoing evolution of digital content and functionality on Council's Digital Experience Platform (corporate website) to drive positive customer experience and collaborate with the Customer Experience Team on digital uplift initiatives.

The role will:

- Oversee the effective implementation and ongoing delivery of the Digital Experience Platform's content strategy and publishing model.
- Work in partnership with web authors to ensure delivery of digital content standards and support capability uplift through providing expert advice, training and resource materials.
- As a business partner, provide advice and support to internal stakeholders on digital communications best practice.
- Work in collaboration with the Customer Experience Team and other key stakeholders to support and lead digital customer experience programs and projects.
- Oversee digital analytics tools to track customer experiences across Digital Experience Platform and ensure a data-driven approach to improved digital customer experiences.
- Align the Customer Experience Strategy with Digital Marketing Stream initiatives by identifying customer needs across Council's digital platforms to ensure an informed and engaged community.

- Support and collaborate on the delivery of Digital Marketing stream priorities and projects.
- Contribute as a member of the broader Communication and Engagement Team to support strategic, integrated and innovative approaches to delivering team objectives.

STRUCTURE



POSITION OUTCOMES AND ACCOUNTABILITIES

OUTCOME TO BE DELIVERED	PERFORMANCE STANDARD
Change Management Support the delivery of change management in the implementation of a portfolio of projects and activities that together achieve outcomes and realise benefits that are of business importance to Council requests.	Delivery of outputs and outcomes from identified accountabilities within the Communication & Engagement Unit Plan. Support development activities that promote and enable employees to manage change.
Continuous Improvement To lead the continuous improvement of business processes and practices for digital experience platform.	Business process flows are in place for all business processes. Effective documentation in place including work instructions and schedules of work.
Risk Management Support the management of risks associated with the implementation of the Digital Experience Platform and related projects that together achieve outcomes and realise benefits aligned to Council's objectives.	Business risks are identified, assessed and managed to ensure successful delivery of objectives, managing organisational risk.
Strategic Planning	

<p>To proactively contribute to the successful delivery of the:</p> <ul style="list-style-type: none"> - Community Strategic Plan - Delivery Programme - Operational Plan - ICT Strategy <p>by providing corporate support organisation wide.</p>	<p>Successful delivery of outputs.</p>
<p>Resource Management</p> <p>Effective resource management (financial, workforce and asset)</p> <p>Planning and project management</p>	<p>Agreed performance measures met.</p> <p>Projects on time and within budget.</p>
<p>Customer Management</p> <p>Ensure that Council's interactions with customers (both internal and external) align with our brand, enhance our relationships with our diverse customer base, improved customer satisfaction and informs service delivery.</p>	<p>Agreed performance measures met.</p> <p>Appropriate stakeholder engagement and buy in.</p>
OUTCOME TO BE DELIVERED (GENERAL)	PERFORMANCE STANDARD
<p>Any other duties within area of skill as directed.</p>	<p>Willingness to assist with all duties within area of skill.</p>

SELECTION CRITERIA / SUCCESS PROFILE

Qualifications, Certificates or Licences	Essential	<ul style="list-style-type: none"> Degree in Communications or related discipline, or demonstrated relevant experience Current NSW Drivers Licence
Experience or skills	Essential	<ul style="list-style-type: none"> Experience in managing digital communication platforms and processes in complex organisations delivering diverse customer focused services. Demonstrated understanding of customer experience tools, methodologies and analytics and proven ability to use these insights to drive improved digital customer experiences. A strong understanding of digital content management best practice principles and emerging industry trends. Experience applying and maintaining WCAG (Web Content Accessibility Guidelines) standards on websites. A data-driven approach and ability to present insights and trends with innovative, customer centric solutions Demonstrated creative flair, with strong design capabilities and high level of competency with creative suite programs. Strong communication skills and an ability to craft engaging, clear content, and strong copy editing across diverse service/technical areas for digital platforms. Have strong interpersonal skills and an ability to confidently influence, negotiate and provide expert advice to internal stakeholders.
	Desirable	<ul style="list-style-type: none"> Experience delivering digital transformation projects that have required a strong change management focus Knowledge of and the ability to interpret, edit and write HTML scripts

CORE CAPABILITIES

Attributes	<ul style="list-style-type: none"> Decision making: Achieving desired outcomes by evaluating and identifying options, and involving others in decisions affecting them. Goals oriented: Works to achieve self-set goals, taking on challenging tasks when necessary in order to achieve them
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	<ul style="list-style-type: none"> ▪ Critical thinking: Critically examine work and activities, considering alternative points of view and approaching an issue as it relates to different stakeholders. ▪ Communication skills: able to articulate complex and technical matters in simple terms. ▪ Relationship management: Able to build strong relationships by earning respect at all levels through sound advice, reliability and personal integrity, constructively deal with difficult issues. ▪ People skills: empowers others to think for themselves, able to approach and attempt to resolve disputes in a constructive way and able to provide positive and constructive feedback when necessary. ▪ Team focussed: Willing to be mentored, and to share skills, experience and knowledge via formal and informal collaboration with colleagues
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OUR VALUES

Behaviours	<ul style="list-style-type: none"> ▪ Collaborate – We are a united team. We work together to deliver great outcomes for our community ▪ Achieve- We have a can-do attitude and deliver on our commitments. We pursue excellence and believe in making a positive contribution to our community ▪ Respect – We communicate openly, act with integrity and are inclusive ▪ Evolve – We look for opportunities and embrace change, championing new ideas, and celebrating solutions.
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CORPORATE OBLIGATIONS

Employees	No direct reports. Unit structure attached.
Delegations	Authority to operate within the Delegations attached to the position
Risk Management	Managing work practices to mitigate all identified risks, identifying and reporting additional risk and threats and assist in devising strategies to mitigate these risks.
Financial Management	Managing budgets and expenditure, undertaking relevant checks and applying rules, regulation, process and procedures in dealing with financial matters
Workplace Health and Safety	Comply and co-operate with WHS policies, procedures, instructions and safe systems of work.
Code of Conduct	All employees are responsible for adhering to Council's Code of Conduct and the policies and procedures that support it
Workplace Behaviour & EEO	All activities must comply with Council's Workplace Behaviour Guidelines.
Enterprise Content Management	Comply with Council's Enterprise Content Management Determination and associated guidelines including creation of appropriate records in Council's records management system and proper custodianship of records to ensure against loss, removal or destruction.

Continuous Improvement	Identify obsolete and inefficient practices and recommend changes where appropriate
Customer Focus	Championing an exceptional customer experience, and evaluating customer satisfaction in order to continually improve service delivery
Procurement	Activities are conducted in accordance with the Purchasing Policy and Procedures to provide transparency and cost effectiveness in procurement