



Technical Customer Experience (CX) Designer

POSITION PROFILE

Division	Corporate Support	Status	Full Time
Unit	Information Management & Technology	Salary Grade	Grade 12/13
Reports to	Digital Solutions & Security Lead	Reviewed	June 2020

STRATEGIC INTENT

1. Improved Customer Experiences

Influence the customer experience through human centred design. Enable great end-to-end experiences, building organisational capability and injecting the customer experience into our solution designing. Improve trust and advocacy with business stakeholders through a consistently great user experiences.

2. Digital Solutions

Subject matter expert in technical solution design and digital platforms. Design holistic, scalable and flexible solutions for the customer and assist with the delivery of the Customer Experience Strategy, IM&T strategy and program of work.

POSITION PURPOSE

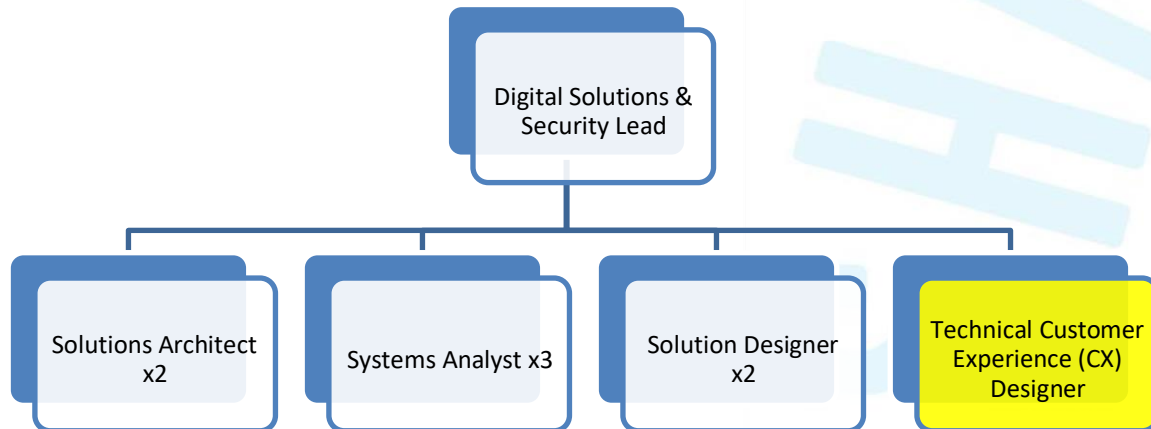
In this technical role, the **CX Designer** will work closely with the Digital Solutions & Security Lead and the Customer Experience Lead to design and embed superior customer experience solutions into business practice, ensuring alignment with both the IM&T Strategy & Customer Experience Strategy.

You will work in an IT environment, working together with business analysts, data analysts & modellers, and an array of business partners to understand the current state of our many platforms, including workflows, tasks and customer needs. You will demonstrate an understanding of emerging 'fit for future' technologies, providing technical guidance on the changes which are required to achieve identified CX outcomes and ensure effective communication to key stakeholders.

You will assist in the development of in-house human centred design capability and projects including the design of digital experiences. You will research, design and implement solutions and projects to enhance customer experience at key touch points and ensure their integration into our procedures and systems is applied in each customer interaction.

You will provide influential, commercially sound, professional advice and solutions to Lead roles and Management on a range of customer experience design matters. Your work will contribute to building a culture that enhances customer experience through innovative design and implementation.

STRUCTURE



POSITION OUTCOMES AND ACCOUNTABILITIES

OUTCOME TO BE DELIVERED	PERFORMANCE STANDARD
Customer centric solutions	<ul style="list-style-type: none"> Facilitate and advocate a user-centred design environment Creation of customer enabling solutions incorporating robotics and artificial intelligence technologies. Extensive experience with Microsoft technologies, including development and solutioning of Dynamics, SharePoint, PowerApps, PowerBI Experience with Puppet Programming language Work with the full design process from analysing business problems to designing solutions and supporting throughout the implementation Create user centric system designs through user research (workshops, user testing etc.), meeting with customers to understand their requirements Ability to work with business analysts to identify pain points in journey maps. Communicate concepts to answer customer and business needs. Be hands-on in the implementation of systems solutions and provide expertise in design as required Research, design and implement solutions and projects to enhance customer experience at key touch points and ensure their integration into our procedures and systems is applied in each customer interaction. Undertake investigation at a range of customer touch points and assess the customer experience at each of these points. Design apps/web-based platforms Work closely with users and IM&T professionals to gain insights, identify opportunities, validate concepts, and socialise ideas across the team Understand product specifications and user psychology Develop prototypes, usability testing and gather feedback Effectively communicate, defend, and build consensus around concepts and direction Communicate UX design considerations to different audiences, including developers, business stakeholders management and potential users Find creative ways to solve UX problems (e.g. usability, findability) □ <p>Working in an Agile environment</p>

Amazing relationships with our business stakeholders.	<ul style="list-style-type: none"> • Experience and knowledge in enhancing the user experience, increasing value-add to customers • Provide commercially sound, professional advice and solutions to Leaders & Managers on a range of customer experience design matters in a clear and compelling way
Create and implement scalable and user focused solutions.	<input type="checkbox"/> Create solutions which could benefit many aspects of the business.
Design and implement solutions through a HCD lens	<input type="checkbox"/> Assist in the development of in-house human centered design capability and projects including the design of digital experiences. <input type="checkbox"/> Design 'fit for future' solutions which span across the management of people, processes and technologies. <input type="checkbox"/>
Contribute towards an up-beat, positive, outcome focused environment	<input type="checkbox"/> Thrive in a collaborative team, bringing excellent communication and interpersonal skills with a passion for continuous service improvement. <input type="checkbox"/> Contribute to the shared sense of direction and a culture of performance, accountability and service.. <input type="checkbox"/> Contribute to the creation of a culture that enhances customer experience through innovative design and implementation.
Any other duties within area of skill as directed.	<input type="checkbox"/> Willingness to assist with all duties within area of skill.

SELECTION CRITERIA / SUCCESSFUL PROFILE

Qualifications, Certificates or Licences Experience or skills	Essential	<input type="checkbox"/> Tertiary qualifications in relevant discipline (IT, Computing, Innovation, Design Theory) <input type="checkbox"/> Demonstrated experience in the development of CX designs (including prototyping and creating user centric workflows and system design).
	Essential	<input type="checkbox"/> A broad range of experience in customer experience design and leading design initiatives. <input type="checkbox"/> Deep understanding of how to apply CX design and research methodologies in an Agile environment. <input type="checkbox"/> Advanced technical understanding of existing and emerging technologies that would assist in bringing CX to life. <input type="checkbox"/> Excellent written and visual communication skills. <input type="checkbox"/> A true digital advocate, keeping customer experience at the forefront of the design process. Motivation to produce the best user experiences, regardless of complexity or channel, and have a real desire to positively impact on the lives of our customers. <input type="checkbox"/> Ability to work well in a diverse team with across functional groups and experience levels. <input type="checkbox"/> The ability to approach tasks with a service-oriented, flexible and positive demeanour

		<ul style="list-style-type: none"> □ Ability to express your ideas and opinions on what makes a great user experience
	Desirable	<ul style="list-style-type: none"> □ 2+ years of relevant experience in CX design □ Take a planned approach to developmental projects □ Balance competing priorities while adhering to deadlines and aligning resources with value demands □ Serve as a subject matter expert for CX design □ Apply industry best practices in creating scalable solutions for a superior user experience □ Develop system implementation plans/processes and oversee the development, integration, testing and launch stages of new digital products and solutions □ Drive the implementation of key processes related to digital business solutions

CORE CAPABILITIES

Attributes	<ul style="list-style-type: none"> ▪ Goals oriented: Work to achieve self-set goals and organisational goals, taking on challenging tasks when necessary in order to achieve them. ▪ 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 winning respect at all levels through sound advice, reliability and personal integrity, constructively deal with difficult issues. ▪ Team focussed: Mentor less experienced Team members, share skills, experience and knowledge via formal and informal collaboration with colleagues and employees. ▪ Strategic thinking: Critically examine problems, considering alternate viewpoints, identify constructive solutions and look for opportunities for innovation.
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OUR VALUES

Behaviours	<ul style="list-style-type: none"> ▪ Collaborative - be open and welcoming, genuinely connect to others, include others, work together as one ▪ Active - be enthusiastic and optimistic, make a positive contribution, set goals to be the best you can be, deliver every day ▪ Respectful – be honest and trustworthy, do what you say you will put yourself in the other person's shoes, listen to what's important to others ▪ Evolving – stay up to date, take on new opportunities, think creatively about solutions, be a big picture thinker
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CORPORATE OBLIGATIONS

Employees	NIL
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

SPECIFIC CONDITIONS OF EMPLOYMENT

- In accordance with Council's Core Enterprise Agreement covering salaried staff, as this employee will have access to high levels of council information it is necessary that they ensure confidentiality and strictly abide by council's Code of Conduct policy.
- May be required to work additional hours to ensure availability of Council systems as and when required.
- 35 hours per week, 19 day month flexi time arrangements.