

Head of Customer Experience

Department: Customer and Local Services
Section: Making it Easy Team
Reports to: Group Director
JE Ref: CLS109
Grade: CS13 **JE Date:** 20/04/2020

Job purpose

Lead, inspire and motivate the team to ensure it drives performance improvement and new service initiatives which facilitate increased and improved access to services and customer satisfaction.

Job specific outcomes

- Accountable for developing innovative ideas and solutions for inclusion in the department's business and customer service strategy and strategic improvement plan to improve efficiency across the department (cost and time) which result in positive customer outcomes enhancing the reputation of the department.
- Accountable for defining the customer and behavioural insight approach, setting direction and prioritisation across the continuous improvement agenda to meet the current and future needs of customers.
- Accountability for ensuring customer feedback across the whole organisation is considered, reviewed and acted upon, making recommendations to feed in to the development of services with the aim of improving accessibility and take up.
- Driving and embedding a customer culture, working with other departments to understand and support customer engagement strategies, and develop ways to achieve a joined up and consistent customer experience minimising, where possible, the number of customer handoffs to achieve the One Gov vision.
- Accountable for the development of detailed business cases that identify service improvements and new initiatives promoting services to the public and enhancing the customer journey/experience.
- Develop positive links with external agencies including third sector organisations, voluntary groups and partner agencies as well as UK public and commercial organisations to understand their customer engagement and innovation strategies to help create departmental services and experiences which will meet future customer needs.
- Provide effective direction, leadership and development for all employees of the team to ensure that its services are delivered effectively and that agreed standards and targets are met.
- Monitors budget to ensure sound financial control and spend is consistent with allocated budget including accountability for project expenditure across the department.
- Prepare ministerial briefings on departmental initiatives e.g. introduction of pilot schemes, awareness campaigns, changes/improvements to existing customer processes for States and media purposes, including news release development and signoff, and representing the States for media interviews which promote the services of the department improving take up and enhancing the customer experience.

Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

Organisational structure



Person Specification

Specific to the role

Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.

It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<ul style="list-style-type: none"> Chartered Institute of Management Level 5 or equivalent level of experience (Customer Experience, Customer strategy, continuous improvement, business change). 	
<p>Knowledge <i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<ul style="list-style-type: none"> Proven experience in a senior role with responsibility for delivering major change programmes/projects into operational environment through process, people, communications and culture Knowledge and understanding of change management methodologies e.g. Agile, Lean Able to create business cases supporting the need for change Customer experience knowledge with developed skills in customer experience strategy and management activity. 	<ul style="list-style-type: none"> Knowledge of the legislation, policies and procedures and services of the States of Jersey. Knowledge of behavioural insights and behaviour change application
<p>Technical / Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<ul style="list-style-type: none"> Able to manage budgets, interpret financial reports and present information. Ability to summarise, understand and turn data into actionable plans A creative problem solver with a strong customer service ethos and focus 	<ul style="list-style-type: none"> Understanding of States of Jersey legislation, policies and procedures in the specialist area in which the job operates. Media training

<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<ul style="list-style-type: none"> • Able to manage relationships with senior stakeholders building trust and rapport • Able to question and understand the real underlying needs of all customers, establishing systems to collect customer feedback. • Able to review current performance and identify ways of making improvements that enhance overall service to customers • Able to support recommendations and ideas using evidence. • Ability to simplify complex concepts and messages to bring clarity to stakeholders • Ability to use accurate and relevant financial data to inform options appraisals and/or budgets 	
<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<ul style="list-style-type: none"> • Demonstrable experience of leading/managing teams with responsibility for process improvement and performance management. • Experience of developing business improvements strategies and implementation • Experience of delivering value for money services including cost savings utilising a commercial approach. 	

Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 3 core accountabilities attributes and behaviour indicators.