

## **Job Description**

<b>DIRECTORATE:</b>	Chief Executive's Directorate
<b>DEPARTMENT:</b>	Partnership Services / Transformation & Customer Services/ Customer Services
<b>POST:</b>	Customer Experience & Improvement Officer
<b>GRADE OF POST:</b>	Grade 8
<b>RESPONSIBLE TO:</b>	Operational Manager for Customer Services/ CCSU

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### **JOB PURPOSE:**

Responsible for the design, development, and functionality of digital solutions, providing an effective, efficient, high quality online experience to the residents of Bridgend Borough in accordance with the Welsh Language Standards and digital transformation agenda. The Customer Experience & Improvement Officer will work closely with customers, members of the digital project team and ICT to deliver quality service to our customers and staff.

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### **PRINCIPAL RESPONSIBILITIES AND ACTIVITIES:**

- Engage and work alongside residents and individual service areas to develop online services.
- Design intuitive digital solutions for customers and staff across a variety of council service, linking in with ICT colleagues as and when needed to incorporate complex functionality i.e. integrations.
- Review existing working practice and identify areas where digitisation can be used to make service delivery more efficient and effective for stakeholders and implement solutions.
- Make efficiency and effectiveness savings for the organisation through channel shift processes and implementing customer self-service facilities.
- Develop knowledge hubs within the corporate core system and upskill staff to help them work effectively and efficiently.
- Review and monitor customer experience and usage to further develop online services. Generate and prioritise your work and manage backlogs for your own work streams, ensuring stakeholders are kept updated on task delivery status.
- Undertake user research to further develop council services to meet customer expectations.
- Manage, maintain and develop the corporate core systems, ensuring the integrity of data and its extraction, display and collation.
- Maintain strong and productive working relationships with internal and external customers and stakeholders.

- Update and maintain detailed and accurate customer records, as well as exploring opportunities to rationalise systems to move towards a single corporate customer record.
- Deliver a training and coaching programme on new/amended digital solutions, balancing training requirements with maintaining service levels.
- Maintain relationships with internal customers and stakeholders to identify future changes that can have an impact on service delivery.

## **GENERAL DUTIES**

### **Health and Safety**

To fulfil the general and specific roles and responsibilities detailed in the [Health and Safety Policy](#)

### **Equal Opportunities**

To ensure that all activities are operated in accordance with Equal Opportunities legislation and best practice.

### **Safeguarding**

Protecting children, young people or adults at risk is a core responsibility of all employees. Any concerns should be reported to the Adult Safeguarding Team or Children's IAA Service within MASH.

### **Review and Right to Vary**

This Job Description is as currently applies and will be reviewed regularly. You may be required to undertake other tasks that can be reasonably assigned to you, including development activities, which are within your capability and grade.

## Person Specification

### Customer Experience & Improvement Officer

The following attributes represent the range of skills, abilities and experiences etc. relevant to this position. Applicants are expected to meet the attributes that have been identified as essential.

Attributes	Requirements	Essential	Method of Evaluation/ Testing
<b>Qualifications, Education &amp; Training</b>	<ul style="list-style-type: none"> <li>Relevant degree qualification in business studies, customer services or ICT, or ability to demonstrate competence through significant, relevant experience.</li> </ul>	Yes	Production of original Qualification Certificates and application form.
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>Experience of using and developing digital solutions.</li> <li>Understanding of business processes that cross service unit and organisational boundaries.</li> <li>Experience of engaging with service-users and members of the public to improve service delivery/customer experience.</li> <li>Experience of delivering front line customer service in a dynamic environment, identifying the best customer journey.</li> <li>Experience of delivering projects within deadlines.</li> <li>Ability to provide training/coaching/support to users of software processes.</li> </ul>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	Interview, application form, and selection process.
<b>Skills &amp; Personal Qualities</b>	<ul style="list-style-type: none"> <li>Excellent communication skills, including active listening.</li> <li>Able to consult widely/engage with the community and involve people in the decision-making process.</li> <li>Problem solving skills.</li> <li>Strong networking skills.</li> <li>Commitment to delivering high standards of work and meeting targets and deadlines, prioritising accordingly.</li> </ul>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	Interview, application form, and selection process.

