



## JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)

<b>JOB TITLE:</b>	Head of Customer Engagement		
<b>GRADE:</b>	G15	<b>SERVICE AREA:</b>	Children Services
<b>JOB CODE:</b>	CHI354HOCEG15		
<b>REPORTS TO:</b>	Director of Customer Engagement	<b>LOCATION:</b>	Civic Centre / Home Working
<b>SPECIAL CONDITIONS:</b>	<ul style="list-style-type: none"><li>Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities.</li></ul>		

*At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential.*

*As leaders of people, managers will:*

- Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

- Corporate duties and accountabilities:**

- Every member of staff has a responsibility in the field of safeguarding and a duty to adhere to the procedures set out in the Corporate Safeguarding Policy.
- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.

- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.
- **Main purpose of the job role:**
- Support the Director of Customer Engagement to design and lead the Council's Customer Access Management (CAM) transformation workstream, which is focused on achieving high levels of satisfaction amongst customers and residents of Walsall.
- Champion a customer-centric approach, and challenge others in the organisation to do the same, by helping to embed customer experience principles across the whole council so we put customers at the HEART of all that we do.
- Lead a multi-disciplined team of over 200 staff, including generalists within the Council's centralised Customer Service Centre of Excellence and more specialist customer-facing functions e.g. housing and welfare support, asylum support, private sector housing, free school meals, supported housing, and revenue and benefits.
- Develop strategic insight about how to meet customer needs and design-out any processes that adversely impact upon customer experience.
- Use customer feedback and analytics to help increase market insight and drive innovation to support the Council's commercial ambitions.
- Facilitate effective partnership working within the council and external partners to provide a connected, and valued, experience for our residents and other customers.
- Work closely with portfolio holders to advise and facilitate a strong interface between the Political Executive and the Management Team, to ensure member priorities are effectively understood, and implemented, and to ensure that portfolio holders are appropriately supported in their roles.
- Design activities that provide a platform for customers and stakeholders to comment on and influence decisions on future services and budget setting e.g. introducing changes to the Council Tax Reduction Scheme, Customer Service Level Agreements and Homelessness Strategy.
- Oversee development, consultation and implementation of key specialist strategies and needs assessments.
- Manage large, complex budgets in excess of £8million.

### **3. Role specific duties and accountabilities**

#### ***Horizon Scanning***

- Support the Director of Customer Engagement to develop long term strategies for future service needs.
- Work closely with Directorates and Transformation Leads to develop long term strategies for future service needs, understanding customer needs and organisational design principles.
- To understand the local, regional and national perspectives impacting service delivery.
- Translate the strategic customer commitments of the Council into an effective operational delivery plan.
- Identify, own, and manage, risks arising from strategic and operational plans within areas of responsibility.
- Work collaboratively with relevant Directors and Heads of Service to agree a set of customer service standards for the Council and create a customer service centre of excellence (to recognised industry standards).
- Advise stakeholders on risks and issues related to regulations and standards and investigate any areas for concern, implementing policies to support the delivery of council objectives and plans which comply with all relevant legislation and statutory requirements.
- Ensure the implementation of priorities set by the Council in relation to service delivery, continues to reflect the needs and priorities of service users and local communities, working across service boundaries as necessary in order to ensure alignment and integration of services and achieve maximum financial efficiencies.
- Work collaboratively with other subject experts to promptly identify legislative changes and advise on impacts.

#### ***Leading People***

- Embed the Council's values and behaviours across the workforce leading by example
- Ensure employees of the council are developed and supported to create a high performing and innovative team and to enable them to each acquire competencies to deliver services to national and local standards.
- Manage the selection and deployment of people for whom the job Holder is responsible to maximise their contribution to corporate and team goals.
- To promote the development of a confident learning culture within all service areas for which the Job Holder is responsible, including the requirement that all staff have and achieve their personal/professional development plans that are integrated with their Annual Performance Conversation.
- To maximise opportunities with regards to income generation and external funding opportunities

- To work with professionals and subject matter experts, to work effectively together to deliver new ways of working.
- Lead the design and development of effective business cases, evidencing clear options appraisals and benefit realisation aligned to customer, employee and efficiencies.

### ***Managing Resources***

- Plan and manage budgets in excess of £8million and undertake suitable financial planning for future financial stability.
- Ensure the effective management of financial human and physical resources in the relevant service areas in order to ensure value for money, including reporting as appropriate to the cabinet and council in accordance with the council's financial regulations and timetable and that the schemes of delegation are properly developed and maintained
- Ensure Walsall Council is an “Employer of Choice” with a strong employer brand, able to attract and retain high quality staff, with the agreed values and behaviour.
- Manage contracts with suppliers effectively to ensure that customers are always placed at the HEART of all service delivery and decision making.

### ***Managing Performance***

- Develop a culture of high performance, setting high standards across the organisation.
- Ensure staff and members receive customer-centric training to fulfil their roles effectively.
- Performance monitoring and management of delivery against agreed strategic objectives in areas under the post-holders control.
- To manage the performance of the service teams for which the Job Holder is responsible for and to respond and manage weak and poor performance.
- To develop appropriate performance indicators as required (in particular satisfaction monitoring across all customer touchpoints).
- To support and lead on the culture of continuous improvement within the services for which jobholder is accountable, providing advice and encouragement for the implementation and monitoring of quality policies standards and systems.
- To ensure that output and quality of work is of the highest quality and records where appropriate with current regulations, legislation, and council standards.
- To promote/lead in the development and implementation of new ways of working in line with the Proud Programme

### ***Managing Self***

- Maintain high levels of knowledge and expertise through CPD networking with other professionals, constantly striving to improve.
- Apply and promote strategic thinking, thought leadership and influence across the council to embed 'customer centric thinking'
- The post Holder is responsible for his or her own self-development on a continuous basis and is fully expected to undertake suitable development and training.
- to enhance own performance working constructively with their line manager to identify personal strengths and agreeing actions in relation to development needs
- Working with Partners to ensure every opportunity for the development of the service is maximised
- Being part of the Regional and National networks to ensure new developments and changes to Policy and Practice are adopted within the service in an effective and timely way

### **4. Key Stakeholders and reporting lines**

- To develop and promote strong partnerships with residents, other public agencies, local business and the voluntary and community sector that provide joint solutions for the improvement of the borough and improve the quality of life for local people.
- Reporting to the Director of Customer Engagement. Responsibility for briefing and engaging with all members of the Corporate Management Team to ensure consistent and effective customer journeys across the whole organisation.
- Work closely with customers both internal and external, strategic partners e.g. Proud Programme Office, ICT and other relevant leaders, to drive and promote sustained improvements in customer experience and outcomes in Walsall.
- Regular reporting to Cabinet, Council, Scrutiny committees and accountability to the same.
- To develop and maintain relationships with senior managers, managers and Directors across the organisation and network with partner organisations to develop opportunities to address shared priorities (thinking of Covid vulnerable groups, crisis etc)

<b>JOB TITLE:</b> Head of Customer Engagement		<b>GRADE: G15</b>
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> <i>refer to corporate behaviours document</i>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
Excellent stakeholder management skills, with an ability to influence and lead people from all levels of the organisation	S/I	3
A sound understanding of the legal, commercial, political, operational and social aspects of managing customer facing services within a local authority.	S/I	3
Able to lead complex organisational change within a political environment.	S/I	3
Competent in communicating sensitive, confidential and complex information.	S/I	3
Ability to prepare, collate and interpret reports.	S/I	3
Ability to work autonomously and under pressure.	S/I	3
Ability to make complex, critical decisions with skill.	S/I	3
An awareness of and commitment to equality of opportunity.	S/I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		

The post-holder will need to demonstrate success in implementing large scale customer service change, implementing digital channels, and achieving channel shift within a similar environment. The post-holder will need to be effective in both planning, and delivery, of service transformation.	S/I	3
Evidence of developing and maintaining good working relationships with colleagues, elected Members, and partners.	S/I	3
Excellent strategic and analytical skills.	S/I	3
The ability to combine long-term planning and short – term reactive work and excel in both.	S/I	3
Attention to detail and editing skills to ensure that material published on behalf of the Council meets it exacting high standards.	S/I	3
Previous experience of managing contracts with external suppliers and negotiating with partners.	S/I	3
Experience of establishing and maintaining networks across the Council and with wider strategic partners.	S/I	2
Experience of reviewing and managing large scale budgets.	S/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Relevant degree, professional qualification or experience.	S	
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
<b>Prepared by:</b>	<b>Date:</b>	