


**Walsall Council**

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

Standard Template

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| <b>JOB TITLE:</b>          | Senior Customer Advisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                      |                            |
| <b>GRADE:</b>              | Grade 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>SERVICE AREA:</b> | Customer Experience Centre |
| <b>JOB CODE:</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                            |
| <b>REPORTS TO:</b>         | Customer Experience Centre Team Leader                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>LOCATION:</b>     | TBC                        |
| <b>SPECIAL CONDITIONS:</b> | <p>The post holder will be required to undertake planned duties and/or reactive responses outside normal working hours, including at short notice. A rota for out of hours duties may from time to time be in place and will be subject to the Authority's terms and conditions as may be in place at the time. The post holder will be required to work on such a rota if it is in place.</p> <p>For this role the successful candidates must undergo a Baseline Personnel Security Standard (BPSS) check. BPSS is the minimum standard to ensure the identity and integrity of an employee who has access to official information using secure networks linking central government and local authorities. A BPSS check involves four main elements; Identity Check, National and Immigration Status, Employment History (last 3 years) and Verification of Criminal Record (unspent convictions only).</p> |                      |                            |

### 1. Main purpose of the job role:

- To act as a first point of contact for customers enabling effective resolution of customer requests, particularly more complex requests, complaints or other type of difficult contact requiring escalation.
- Support team leaders on operational issues, digital channel shift and continuous improvement to enable effective working within the Customer Experience Centre.
- To communicate verbally with customers and provide advice and/or information in accurate spoken English

### 2. Role specific duties and accountabilities:

1. To provide a warm, professional service to customers which is in line with our customer experience principles - helpful, empowering, accessible, responsive and transparent
2. To undertake more complex customer requests, applying information and insight to make a well informed judgement on the appropriate course of action
3. To ensure any escalated issues are either routed to the correct service area or are actioned properly within the team
4. To work closely with team leaders to resolve high priority issues
5. To support the effective delivery and development of customer policy, procedures and practice in the Customer Experience Centre
6. To work with customer advisers to ensure effective knowledge transfer and solution development
7. To identify and celebrate high performing work or examples of exceptional customer service

8. To proactively identify opportunities for future improvement and digital channel shift across the Customer Experience Centre
9. To review service processes, practice and documentation to improve service delivery and performance
10. Assist in the planning, organisation and supervision of performance targets and key performance indicators to ensure the most effective and efficient use of resources
11. Provide support for the Team Leaders in the day to day organisation of the Customer Experience Centre, including assisting in the production of work rotas informed from quantitative performance stats
12. Deputise for the Team Leader when required

**3. Corporate duties and accountabilities:**

- 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 postholder 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.



| JOB TITLE Senior Customer Advisor                                                                                                                                                                                                                                           | GRADE                                                                                     |                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 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><br>shows relative importance<br>Low=1<br>Medium=2<br>High=3 |
| <b>Behaviours:</b> refer to corporate behaviours document                                                                                                                                                                                                                   |                                                                                           |                                                                                |
| <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.         | Not Applicable                                                                            |                                                                                |
| <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 communication skills (both written and verbal)                                                                                                                                                                                                                    | A/I                                                                                       | 3                                                                              |
| Good organisational skills                                                                                                                                                                                                                                                  | I                                                                                         | 3                                                                              |
| Excellent ICT skills                                                                                                                                                                                                                                                        | A/I                                                                                       | 3                                                                              |
| Good leadership skills                                                                                                                                                                                                                                                      | I                                                                                         | 2                                                                              |
| Strong numerical ability                                                                                                                                                                                                                                                    | A                                                                                         | 2                                                                              |
| Good language skills                                                                                                                                                                                                                                                        | A/I                                                                                       | 3                                                                              |
| Demonstrate the ability to be an assertive and confident communicator when dealing with difficult situations                                                                                                                                                                | I                                                                                         | 3                                                                              |
| Have the ability to gain quick insight into potentially complex issues and liaise with others to solve problems                                                                                                                                                             | A/I                                                                                       | 3                                                                              |
| The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post.                                                                                                                              | I                                                                                         | 3                                                                              |
|                                                                                                                                                                                                                                                                             |                                                                                           |                                                                                |
| <b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.                                                                                                                                                                       |                                                                                           |                                                                                |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|---------------|---|
| Be able to demonstrate experience in the service sector with theoretical, practical and procedural knowledge across one or more of the following services – Customer Contact, school admissions, Blue Badge, Parking, Registrar, Planning/Building Control and Resilient Communities |                    |              | A/I           | 3 |
| Experience in customer-facing position, face to face and /or on the telephone within a diverse customer focused organisation                                                                                                                                                         |                    |              | A/I           | 3 |
| Working knowledge of financial systems                                                                                                                                                                                                                                               |                    |              | A/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.                                                              |                    |              |               |   |
| Educated to A-Level or equivalent, 5 GCSE's grade A*-C (or level 9-4) including Maths and English, level 4 in administration <b>or</b> equivalent experience                                                                                                                         |                    |              | A             |   |
|                                                                                                                                                                                                                                                                                      |                    |              |               |   |
| <b>Other Essential Requirements</b>                                                                                                                                                                                                                                                  |                    |              |               |   |
| An awareness of, and commitment to, equality of opportunity                                                                                                                                                                                                                          |                    |              | I             | 2 |
| Awareness of, and commitment to, confidentiality and handling data                                                                                                                                                                                                                   |                    |              | I             | 3 |
|                                                                                                                                                                                                                                                                                      |                    |              |               |   |
| <b>Prepared by:</b>                                                                                                                                                                                                                                                                  | Anne-Marie Millard | <b>Date:</b> | February 2020 |   |