



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

<b>JOB TITLE:</b>	Customer Change Agent - Migration		
<b>GRADE:</b>	G10	<b>SERVICE AREA:</b>	Customer Engagement
<b>JOB CODE:</b>	CG28SYSTG10		
<b>REPORTS TO:</b>	Customer Engagement Lead	<b>LOCATION:</b>	Any council premises
<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. Attendance at evening and other out-of-hour meetings as required.</li><li>This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers.</li><li>BPSS required for this post</li><li>Your designated place of work will be the Civic Centre. The council operates customer focused hybrid ways of working. This is subject to change and you may be required to work from other locations, short or long term.</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.*

### **1. 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.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.

- 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.

## **2. Main purpose of the job role:**

The main purpose of this job is to help Customer Engagement Lead to:

Empower staff  
Improve services to customers  
Reduce costs

They will support the Customer Engagement team by managing collection of data, establishing and monitoring performance measures.

The Customer Change Agent will work with staff at all levels to ensure that measures data is collected, analysed, and used to:

- Empower staff
- Identify how best to help residents (where and when they need it)
- Reduce the cost of delivering services
- Remove failure and waste in systems

The post holder will be responsible for managing collection and analysis of relevant data to inform transformational change to ensure that customers get help when and where they need it. The post holder will support teams by establishing and monitoring strategic measures data as part of a major systems thinking intervention. They will have experience of using a system thinking approach to record and analyse data to help inform transformational change and will have a strong understanding of the Vanguard method

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

### ***Horizon Scanning***

- To work with leaders to develop relevant strategic and operational measures, overseeing data collection and managing its use to help transform service delivery within Customer Engagement.
- Identifying, commissioning and monitoring internal and external research studies to help understand system pressures that may impact on current or future service delivery.
- To develop/support and promote a strong customer-focussed performance culture within the service team, ensuring the provision of cost effective, efficient, high-quality services to the Council, its members, and its departments in line with their identified needs.
- Ensure services are provided to the highest possible standards within the resources available. To implement effective systems for setting targets, managing performance, reporting systems, identifying and overcoming weaknesses and delivering sustained improvements.
- To ensure services proactively support internal and external partners in areas of their work which have a relevant dimension. Where applicable, to negotiate service level agreements with client

departments/project coordinators/partners to ensure roles and responsibilities are clearly understood and that the outcomes for the post holder's services are achievable. To provide analyses and reports as appropriate.

- Provide clear, balanced and accurate advice and guidance to the senior management team on issues arising within the post holder's areas of responsibility.
- To ensure that all data pertaining to the delivery of the service is accurate and that the monitoring and review of processes and practices relating to data is timely and robust. Where significant issues are identified, appropriate remedial action is taken to address them

### ***Leading People***

- Supporting teams to use evidence to inform decisions about changes to working practices so that services are improved from a customer's perspective.
- Provide leadership and a strong sense of direction and purpose within the team(s) for which the jobholder is accountable
- Manage the selection and deployment of people for whom the jobholder is responsible to maximise their contribution to corporate and team goals.
- To manage the performance of the service team(s) for which the jobholder is responsible, and to respond and deal with weak/poor performance. To develop appropriate performance indicators as required.
- To promote the development of a confident learning culture within all service areas for which the jobholder is responsible, including the requirement that all staff have and achieve personal/professional development plans that are integrated with the Service Plan. Manage the personal development scheme/strategy with respect to staff within the post holder's team in accordance with the council's Policies.

### ***Managing Resources***

- Take responsibility for gathering data to identify skills gaps or training needs within the workforce to support leaders to align staffing resources to meet customer demands effectively.
- To negotiate and/or manage the financial resources required to support the Programme Plan and to manage service provision within the allocated budget.
- To manage the effective planning, deployment and control of the resources available so as to enable the achievement of agreed targets, objectives and standards. To restructure services as necessary, adhering to Working Smarter principles to ensure resources are deployed to optimal effect.
- To maximise opportunities for external funding in so far as these are compatible with agreed Business Plans and corporate objectives.
- To manage and monitor all service budgets as appropriate and ensure probity and stringent financial control is implemented ensuring maximum cost efficiency in all aspects of management and administration.

### ***Managing Performance***

- Using data and flow analysis to help understand customer demand, capacity in the current system, and the capability needed to fully meet customer demand.
- Taking responsibility for the production of key strategic documents and statutory returns
- Presenting measures information and communicating key findings to a wide range of audiences (including staff, councillors, service users and other key partners).
- To support the development of a culture of continuous quality improvement within the services for which the jobholder is accountable, providing advice and encouragement for the implementation and monitoring of quality policies, standards and systems.

- To promote the importance and benefits of quality and to lead the continued achievement of quality standards, including Investors in People and other relevant quality accreditations.
- To ensure that output and quality of work is of the highest quality and accords where appropriate with current regulations/legislation/Council standards.
- To promote/lead in the development and implementation of new ways of working and modernised service delivery, including the use of e working.

### ***Managing Self***

- The post holder is responsible for his/her own self development on a continuous basis and for developing and maintaining a substantial body of up-to-date knowledge of the specialist area and a detailed generalist knowledge across a wide spectrum of related fields, and as such will be expected to undertake suitable development and training.
- To enhance own performance, working constructively with the line manager to identify personal strengths and agreeing action in relation to development needs
- The post holder must also undertake other duties within his/her competence or otherwise appropriate to the grading of the post as required

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

- Responsible for up to 12 members of staff.
- This job description sets out a summary of the key features of the role. It is not intended to be exhaustive and will be reviewed periodically to ensure it remains appropriate for the role
- The areas for which the jobholder is responsible will be kept under review and may change over time in response to emerging priorities and organisational development



JOB TITLE Customer Change Agent – Customer Engagement		GRADE 10
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> 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.	A/T	3
High level of numeracy with experience of using databases and spreadsheets to undertake complex analysis.	A/T	3
Expertise in using computer and IT systems to maintain data integrity during extraction, manipulation, processing, analysis and storage.	A/T	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.	A/T	3
Highly developed creative and able to analyse and interpret complex information to design long term solutions	A/T	3
Able to use data to understand capability in the system and evaluate workforce performance to identify areas where action is needed.	A/T	3
Able to coach or mentor others to develop new skills, promoting a culture that supports individuals to take responsibility for their own professional development.	I	2
<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.	A/T	3
Able to manage collection, analysis, evaluation and dissemination of quantitative and qualitative evidence.	A/T	3
Able to present complex data in a way that is both concise and easily understood by a variety of audiences.	A/T	3
Able to work under pressure, manage and prioritise your own workloads.	A/T	2

<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.	A/T	3
Able to use a system thinking approach to identify appropriate measures to help inform where action is needed to improve systems.	A/T	3
Ability to support others to make complex, critical evidence-based decisions with skill	I	2
<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.	A/T	3
Able to understand and evaluate local and central government policies to identify the impact on the Council, partner organisations and local people.	A/T	3
Able to see things from different perspectives, generating alternative options, not being restricted by subjectivity or personal bias.	I	3
Is politically aware and understands how the organisation works.	I	2
<b>Abilities/Skills:</b>		
Clear strategic and creative thinker	I	3
Excellent research and analytical skills	A/I	3
Able to successfully lead collection of data and development of strategic measures needed to manage complex business transformation initiatives	A/I	2
Detailed knowledge of Housing, Housing Benefits, Welfare Rights, Business Rates or Council Tax	A/I	3
Ability to interpret legislation and law and how it impacts on customer service delivery	I	3
A strong understanding of systems thinking methods and techniques	A/T	3
Experience of using research methods and statistical analysis to help inform service transformation to help improve services for customers	A/I	3
Ability to research and use internal and external sources of information to help develop strategies to overcome barriers or system conditions affecting service performance	I	3
Awareness and sensitivity to be able to manage information successfully within a political environment	I	2
Acts in a collegiate and collaborative way that engages with people at all levels	I	3
Able to communicate clearly, convincingly & sensitively, both orally and in writing.	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
Highly customer focused	I	3

Highly motivated, resourceful and resilient	I	3
<b>Knowledge/Experience:</b>		
Evidence of continuous professional development	A/I	3
Significant experience of helping customers	A/I	2
Experience of supporting transformational change within a customer facing service.	A/I	3
Experience piloting schemes for untried complex and contentious business change.	A/I	3
Experience of developing and maintaining good working relationships with a wide range of stakeholders to deliver tangible results.	A/I	2
<b>Qualification:</b>		
Educated to degree level or has equivalent experience in overseeing collection and analysis of relevant data to help inform transformational change (gained within a housing benefit, housing, council tax, business rates or welfare rights service).	A/I	3
Had an understanding of customer demand and how services should align to customer demand	I/ A/T	3
<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
Strong commitment to the delivery of customer services and the link with staff empowerment and organisational savings.	I	3
Strong commitment to equality of opportunity and accessibility.	I	3
Strong commitment to on-going development of self.	I	3
Strong commitment to service delivery and customer excellence.	I	3
<b>Prepared by:</b>	<b>Michael Taylor</b>	<b>Date: Sept 2023</b>