**Job Profile Information: Digital Customer Experience Lead**

**This supplementary information for Digital Customer Experience Lead is for guidance and must be used in conjunction with the Job Capsule for Job Level 4 Zone 2, Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

To lead on customer services aspects and act as the Product Owner for all digital channels including web/social media/mobile and Camden accounts.

The post holder will also be responsible for content strategy and how this links to the branding and style of the organisation working with other services including ICT and corporate communications.

Most importantly it will ensure customer insight drives digital innovation.

**Example outcomes or objectives that this role will deliver:**

1. To provide an excellent digital experience for our customers, using customer insight as the evidence base to drive improvements to our digital channels and that these are joined up and integrated across other channels of access.
2. To be the Product Owner for digital customer products and where appropriate commission ICT to undertake the technical delivery of the digital customer service vision, including business analysis, wireframes/prototypes, IT solution architecting and development.
3. Ensure customer insight and engagement is critical to the delivery of digital enhancements for our customers. To be responsible, alongside Customer Insight Officers, for meeting strategic priorities to deliver a consistent multi-channel strategy for the Council and our customers.
4. To be responsible for the website and other digital products with regards, content, look and feel and to ensure this is an effective channel of choice for our customers (including Camden accounts, business and residents).
5. Be the lead for championing, web content strategy, style and branding framework across the Council and ensure appropriate engagement with service content managers to implement a consistent look and feel to the Council’s website. To work closely with communications in doing so.
6. To be responsible for internal and external benchmarking and learning to improve our customer service processes, systems and interactions across our digital channels to ensure a quick and easy approach for our customers.

**People Management Responsibilities:**

Digital Customer Experience Officer x 1

Web support officers x2

**Relationships;**

* Liaise with service managers, team leaders, heads of service and Directors.
* Partnerships are mainly internal
* Close liaison with IT and Networks and be empowered to commission work to achieve digital customer services priorities.
* Enabled to be able to make decisions based on working with the above.

**Work Environment:**

Based at 5 Pancras Square though travel to other sites including Crowndale, Holmes Rd and Cressy Road may be necessary.

**Technical Knowledge and Experience:**

**KNOWLEDGE**

* Cultural change
* Good knowledge of best practice digital development techniques and content management systems to inform strategic decision making in improving channels of digital access for the Council’s customers
* Public service agendas - e.g. digital inclusion, digital first
* Front-line customer access
* Role of IT in supporting service improvement initiatives

**SKILLS AND EXPERIENCE**

* Experience of SEO, developing content strategy and creating web prototypes (e.g. Axure RP)
* Experience of user research and user testing
* Experienced in Google analytics (or equivalent) and its application in informing strategic decisions
* Preferable - experience of UI coding languages (HTML, CSS)

Essential - understanding of UI coding languages (HTML, CSS) (i.e. their purpose and application)

* Excellent project management and business process review skills
* Experience of acting as a Product Owner having delivered high priority service improvements
* Designing and delivering high profile digital improvement initiatives, including the management of projects which are heavily dependent upon IT
* Provide leadership in the provision and maintenance of an effective and accessible digital access strategy for the Councils customers
* Ability to manage people and resources, prioritise workloads of others
* The desirable candidate will have qualifications or certificates in project management, agile and the development of digital improvement initiatives.

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

* Deliver for the people of Camden
* Work as one team
* Take pride in getting it right
* Find better ways
* Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>

**Chart Structure**

Customer Insight Manager

**Digital Customer Experience Lead**

Web Support Officers x 2

Digital Customer Experience Officer x 1

Customer Insight Officers x 8