**Job profile: Digital and Customer Experience Officer**

**This supplementary information for Digital and Customer Experience Officer is for guidance and must be used in conjunction with the Job Capsule for Customer Services, Job Level 4 Zone 1 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:**

Understand citizen and internal service needs by using various insight mechanisms, engaging directly with our citizens and frontline staff to ensure new and innovative solutions are implemented to improve the digital and customer experience. Ensuring the use of data is maximised and outcomes are citizen-focussed and evidence-led.

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

1. To be able to develop and manage projects, crossing over internal and potentially external boundaries.
2. To fully understand the customer journey and staff and citizen’s experiences, using a variety of insight mechanisms in order to improve and increase satisfaction.
3. To be able to source and utilise data to ensure any changes are evidence-based.
4. To understand and promote the importance of the digital experience for our citizens when designing service improvements.
5. To work in partnership with ICT, using agile methodology, delivering the Product Owner role (where applicable).
6. To ensure we involve citizens in the design of our services (focus groups/other methods of insight and engagement) and that our designs are user-tested thoroughly and often so the needs of our citizens are the driving factor when implementing and coordinating changes.
7. To be responsible for ensuring Council services are accessible to all members of the community.
8. To utilise benefits realisation tools and techniques to continually strive to create saving opportunities for the organisation by improving end-to-end customer journeys and reducing unnecessary hand-offs.
9. When making improvements, enable a successful digital presence through effective information management which will involve close working with content managers across the Council.
10. To conduct internal and external benchmarking and learning to improve our customer service processes, systems and interactions across all channels to ensure a consistent approach for our customers.
11. To work alongside external professional services to deliver our digital and customer experience priorities ensuring best value for the Council and our citizens.

**People management responsibilities:**

N/A

**Relationships:**

* Liaise with various stakeholders within the Council at all levels.
* Partnerships are both internal and external.
* Close liaison with ICT to implement solutions to achieve customer services priorities.
* Enabled to make decisions based on working with the above.

**Work environment:**

* The job is office based predominantly at 5 Pancras Sq (King’s Cross).

**Technical knowledge and experience**

* Experience of user-centred service design; using this to deliver high profile service improvements which meet customer need.
* Ability to understand the customer journey and experience of researching customer/user needs.
* Experience of gathering data (both quantitative and qualitative) and analysing data to make better informed, evidence-based decisions.
* Experience of engaging with customers ensuring the voice of the customer is paramount in any service improvement initiatives.
* Experience of reviewing business processes, designing new processes and implementing successful change.
* Experience of managing successful projects.
* Excellent communication skills both (verbal and written).
* Experience of building and maintaining relationships and ability to influence and work across a wide range of internal stakeholders.

**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>