**Job Profile Information - Head of Digital and Customer Experience**

This supplementary information is for guidance and must be used in conjunction with the Job Capsule Job Level 5 Zone 2.

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 strategically lead the Council’s digital service (including the website and other digital services), and the Council’s approach to user-centred service design ensuring it is driven by citizen collaboration and participation, customer insight and research and data so that services are co-designed with citizens to drive continuous improvement and innovation.

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

1. Collaborating across organisational boundaries, lead work to develop and deliver effective end to end customer journeys across all channels (telephony, online and face to face), using evidence and engagement to provide effective challenge, support and redesign with the aim of delivering better outcomes for citizens.
2. Support and work with senior stakeholders to ensure changes are sustainable and have the right leadership.
3. Act as senior product owner for the website, working with IT to ensure the Council’s digital offer meets national benchmarks for user experience and accessibility, developing and owning the Council’s policies and standards and monitoring best practice across all sectors. This will involve supporting and advising services in the development of new digital initiatives and improving the user experience of existing products.
4. Leading a team focused on understanding user experience, co-design and citizen collaboration and participation, driving continuous improvement and innovation in delivering a rolling programme to ensure our digital products reflect our aspirations and ambition and the aims of Camden 2025.
5. Undertake significant stakeholder and user engagement/research to understand user experience and expectations to ensure the Council is continuing to improve across all contact channels
6. Work closely with the Head of Customer Services to develop and deliver the strategic direction of customer services in the Council and develop performance measures that assess the whole council’s performance in delivering outcomes for citizens.
7. To be responsible for understanding the national and political context and to keep up to date with digital and customer experience trends and research, anticipating future needs for our services and citizens.
8. Identifying opportunities for major improvements and efficiencies, developing business cases through to implementation of a number of programmes and projects.
9. To commission ICT to undertake the technical delivery of the customer service vision, including business analysis, wireframes/prototypes, IT solution architecting and development.

**People Management Responsibilities:**

Line manage the following:

Digital and Customer Experience Manager (x1) and with this post matrix manage 8x Digital and Customer Experience Officers and 1x Digital and Customer Apprentice. In addition the role will need to lead project and programme teams across organisational boundaries*.*

**Relationships:**

The post holder will need to build strong relationships with a wide range of stakeholders including:

* Directors and senior leadership teams across the Council
* Residents, visitors and businesses
* Members – strategic development and member enquiries
* Internal – staff across organisation, leadership teams across the organisation
* Contractors – IT delivery partners
* Close liaison with IT and be empowered to commission work to achieve customer services priorities.
* Enabled to be able to make decisions based on working with the above.

**Work environment:**

* The job is office based 5 Pancras Square
* Travel to other sites will be required.

**Technical knowledge and experience**

* Experience of negotiating and being able to influence across organisational boundaries, setting service delivery standards in line with needs of multiple service areas while evidencing sound political acumen.
* Experience of strong leadership and people management skills.
* Experience of project management including the ability to oversee several projects at any one time and to make key strategic decisions where conflicts arise.
* Experience of managing cultural change, including staff motivation.
* Experience of instilling a culture where customer insight through engagement, analytics and front line staff feedback drives improvement, including business process reviews and service improvement initiatives with user-centred design at its heart.
* Experience of successfully designing and delivering innovative products and services as a direct result of customer collaboration and participation, co-designing with customers.
* Experience of working closely with IT to develop products using agile development
* Experience of using data to drive continuous service improvement and change with a strong customer focus and highly effective programme delivery

**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**

Director of Finance, Director of Law, Director of Strategy, Director of HR, Chief Digital Officer, Director of Communications, Director of Programmes

Executive Director Corporate Services

Digital and Customer Experience Manager

Head of Digital and Customer Experience

Director of Customer Services

Head of Parking Services, Head of Benefits, Head of Credit Control, Head of Council Tax & Business Rates, Head of Customer and Registration Services

Digital and Customer Experience Officer X9

Digital and Customer Experience Apprentice x1