

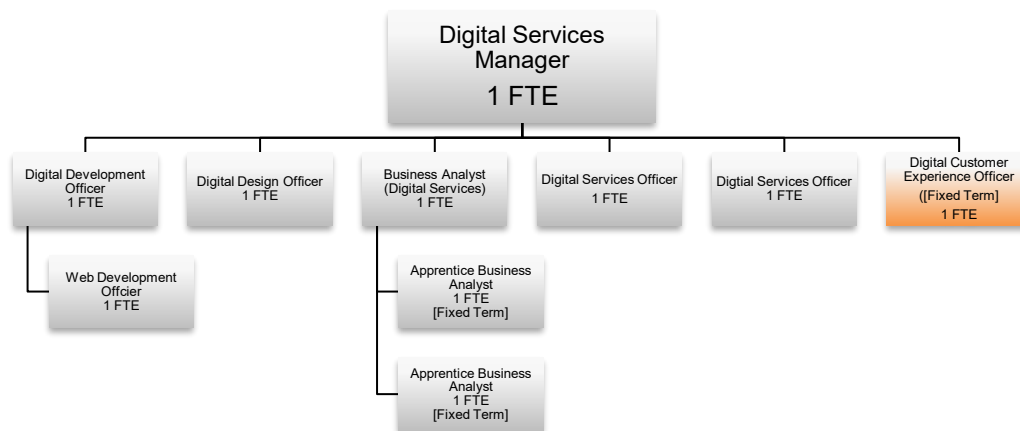
Job Description and Person Specification

Job title:	Digital Customer Services Experience Officer
Directorate:	Resources
Service:	Customer Engagement & Transformation
Team:	Digital Services
Post number:	TBC
Salary grade:	I
Work location:	Market Street
Reports to:	Phil Rumens
Supervises:	None

Job Purpose

To ensure council services that are delivered digitally are done so to a consistent and high standard, both on a day-to-day and ongoing basis.

Structure Chart



Main Duties and Responsibilities

1. To work with service delivery teams, the wider Digital Services team, Customer Services, and ICT, to facilitate the resolution of any day-to-day issues customers may be experiencing with council services offered digitally.
2. To work with service delivery teams, the wider Digital Services team, Customer Services, and ICT, to ensure there is assistance for customers who find it harder to use council services that are offered digitally.
3. To engage with customers through community forums and other channels to elicit feedback on council services offered digitally.
4. To work with the Business Analyst (Digital Services) to analyse customer feedback and propose solutions to common issues.

Main Duties and Responsibilities

5. To contribute to the creation or review of a digital service standard for the council and manage the assessment of any new council services to ensure it is delivered to that standard.
6. To support the customer facing elements of the council's digital platform and booking platform.
7. To work with the Digital Services team and service delivery teams across the council in digitising customer service delivery.
8. To promote equality as an integral part of the role, treating everyone with fairness and dignity.
9. To comply with WBC health and safety policies, procedures and rules, taking reasonable care of self and others.
10. To adhere to the standards set out in the WBC competency framework.

Scope (impact on/control of resources, people, money etc)

This role manages the Business Analyst (Digital Services) post.

Person Specification

Qualifications	Essential/ Desirable
Educated to degree level, or equivalent experience	E
Experience	
At least one year's experience of engaging with stakeholders to improve service delivery and customer experience	E
At least one year's experience of supporting digital systems and services	E
At least one year's experience of conducting usability testing	D
At least one year post-qualification experience in a field relevant to this role	D
Knowledge and understanding	
A good understanding of applying technology to customer service	E
A good understanding of the processes involved in usability testing	E
A good understanding of the role of usability in a project and product life-cycle	D
A good understanding of local government	D
Involvement in a peer-to-peer knowledge and support network	D
Skills and abilities	
Ability to develop strong working relationships with stakeholders	E
Ability to communicate clearly, effectively and in a timely manner, including translating complex technical issues or concepts into plain English	E
Ability to use observation techniques, task analysis, and other feedback methodologies to understand user behaviours, needs, and motivations	D
Ability to transfer knowledge to colleagues to help them work effectively and	D

efficiently	
Ability to use Outlook, and a web browser to access information	E
Basic ability to use Microsoft Office (Word, Excel, PowerPoint etc)	E
Work-related personal qualities	
Shows empathy and diplomacy when dealing with customers	E
Creative and collaborative combined with pragmatism	E
Plans, organises, and delivers work to agreed deadlines	E
Can work with a wide range of people across a varied organisation.	E
Can work on several different projects and issues at the same time	E
Willingness to learn	E
Other work-related requirements	
Enhanced DBS check with relevant barred list/s	No
Is this post politically restricted?	No