

Northumberland County Council

JOB DESCRIPTION

Post Title: Customer Services Development Officer		Director/Service/Sector Corporate Resources/ Financial and Customer Services/ Revenues, Benefits and Customer Services		Office Use
Band: 7		Workplace: Contact Centre, Cramlington		JE ref:
Responsible to: Assistant Customer Contact Manager		Date: 17/2/15	Manager Level	HRMS ref:
Job Purpose: To assist in the development of customer service related activities and functions so that high quality, efficient and effective customer focussed services are provided across the Council. To work closely with Information Services and Service Areas.				
Resources	Staff	Has some direct responsibility for the work and training and development of other employees		
	Finance	Some direct responsibility for a capital budget of £200k		
	Physical	Develop and maintain the key corporate council wide Customer Relationship Management information system, ensuring careful use of allocated tools and equipment.		
	Clients	Interacts with and may influence immediate colleagues. May have some external contact with customers and suppliers.		
Duties and key result areas:				
<div>1. Assist in the development and delivery of corporate customer development activities / functions so that key aspects of the Council's customer services strategy and Digital Strategy are achieved.</div> <div>2. Assist in mapping out, developing solutions and taking action to drive customer excellence across the Council e.g. training, analysing complex data to deliver business re-engineering, performance monitoring and reporting relating to customer service.</div> <div>3. Negotiate, persuade and work with services across the Council to re-engineer end to end processes utilising new technology and techniques to increase the number and range of enquiries that are resolved at the first point of contact.</div> <div>4. Assist in identifying and examining new methods of delivery and adopting innovative ideas and best practice.</div> <div>5. Adopt and develop the Council's corporate Customer Relationship Management technology and delivery improvement programmes in partnership with key stakeholders ensuring that front and back office systems across the Council are integrated, resulting in seamless end to end processes.</div> <div>6. Working with Information Services and Communications to increase the range and number of transactions through the website.</div> <div>7. Effective joint working and planning with other service areas, with regard to the Council's priorities around the Northumberland Digital strategy.</div> <div>8. Use performance information to determine the most effective use of physical resources in order to meet service demands and ensure responsiveness, efficiency and effectiveness.</div> <div>9. Working on systems alone and with colleagues developing e-solutions and telephony ensuring both existing and new functionality is maximised to its full potential.</div> <div>10. Reviews releases, upgrades and fixes available from system software suppliers and identifies those which merit action. Maintains awareness of existing and emerging software and hardware solutions and develops upgrade plans.</div> <div>11. Liaise with technical and operational staff to resolve any problems in the day to day operation of the system. Prioritise requests in accordance with agreed criteria and the needs of the organisation.</div> <div>12. Assist in the implementation of new functionality/processes in the service area and liaison with training teams, including the preparation of the necessary documentation.</div> <div>13. Attend training courses as requested.</div> <div>14. Conducts investigations of operational problems, makes proposals for improvement and implements them when appropriate. Participates in reviews of systems performance, provides advice and assists.</div>				

15. An understanding of the Service Area's direction, structure and requirements.
16. Provide guidance to the Information Services development team during the development stage of solutions/systems to ensure the needs of the relevant Service Area and Customer Services are met.
17. Provide regular training/coaching and guidance to customer services and back office team leaders in new developments and changes to processes and procedures.
18. Research and investigate potential solutions and present proposals to Service Area Managers.
19. Strong analytical skills are key, including a thorough understanding of how to interpret customer business needs and translate them into application and operational requirements.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Transport requirements:	Involves regular travel between County Hall and Cramlington Contact Centre
Working patterns:	May include weekends or evenings
Working conditions:	

Northumberland County Council

PERSON SPECIFICATION

Post Title: Customer Services Development Officer	Director/Service/Sector: Corporate Resources/ Financial and Customer Services/ Revenues, Benefits and Customer Services	Ref:
Essential	Desirable	Assess by
Qualifications and Knowledge		
<p>A level or equivalent (NVQ level 3) standard of general education including numeracy and literacy.</p> <p>Considerable knowledge of professional theory, practice and procedures and contemporary issues in relation to the role.</p> <p>Advanced knowledge of the corporate CRM and telephony systems, their practical application and design, and how these can be used to deliver first class service.</p> <p>Advanced knowledge of procedures and practices within Customer Services.</p> <p>Knowledge of the business processes involved in the collection, analysis and presentation of statistical data.</p> <p>Understands the functions of a large complex public sector service and its cross cutting issues and challenges.</p> <p>Knowledge of current policies, procedures, trends and developments relevant to the role.</p> <p>Understands the relationship between costs, quality, customer care and corporate performance.</p> <p>Understanding of health and safety, data protection and equalities and diversity</p> <p>Evidence of competency in IT.</p> <p>Knowledge of social and online media</p>	<p>A technical qualification in IT</p> <p>Actively undertaking ongoing continuous professional and personal development.</p> <p>Project Management experience</p> <p>Understanding of marketing principles</p>	
Experience		
<p>Recent extensive experience within customer services development.</p> <p>A demonstrable track record of delivering outcomes that require collaborative approaches both within the organisation and with external partners.</p> <p>Experience of delivering excellence in customer facing environments in the public/private sector</p> <p>Experience of change management of change and of securing the support and trust of others in the process.</p> <p>A successful track record of engaging effectively with others and building relationships with key stakeholders.</p> <p>Experience and demonstrable success of CRM development across numerous IT systems.</p> <p>Experience of successfully utilising customer feedback to drive service improvement.</p> <p>A track record of successfully redesigning and reengineering systems and processes to improve performance within an organisation to achieve organisational aims</p>	<p>Experience of working with social media and marketing</p>	
Skills and competencies		
<p>Effective IT skills to achieve work objectives</p> <p>Ability to maintain a clear overview of the issues affecting the Council in general and the service in particular.</p> <p>Analytical skills and an aptitude for analysing varied and complex data , make recommendations based on analysis or for developing innovative solutions to complex problems</p> <p>Ability to propose and develop effective solutions in pursuit of agreed goals and to make clear, informed, appropriate and timely decisions.</p> <p>An active desire to provide effective customer centred services</p>	<p>Has a good appreciation of the wider field of information systems, their use in relevant employment areas and how they relate to the business activities of the employer or client.</p> <p>Ability to develop campaigns and promote services using on-line and social media.</p>	

<p>Ability to inspire creativity and innovation amongst colleagues.</p> <p>Highly developed negotiation and presentation skills that are persuasive and influential with others.</p> <p>Highly developed interpersonal and communication skills to relate effectively to, and command the respect, trust and confidence of others whilst acting as a role model for colleagues and teams.</p> <p>Absorbs technical information, when it is presented systematically and applies it effectively.</p> <p>Communicates fluently orally and in writing and can present complex and contentious technical information to both technical and non-technical audiences.</p> <p>Maintains an awareness of developing technologies and their application and takes some responsibility for personal development.</p> <p>Self motivated, adaptable and resourceful.</p>		
Physical, mental and emotional demands		
<p>Normally works from a seated position with some need to walk, bend or carry items.</p> <p>Need to maintain general awareness with lengthy periods of enhanced concentration.</p> <p>Ability to perform effectively to meet deadlines.</p> <p>Works under general supervision.</p> <p>Uses discretion in identifying and resolving problems.</p> <p>Plans own work to meet given objectives and processes.</p>		
Motivation		
<p>A strong customer focus, combined with a target driven approach.</p> <p>Self-aware with a clear understanding of personal development needs.</p>		
Other		
<p>Able to work outside of normal office hours including weekends, evenings and some early mornings.</p> <p>Willingness to keep up to date with issues affecting Customer Services</p>		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visit