

 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION	
DIRECTORATE:		The Environment, Culture, Leisure and Events	
SERVICE AREA:		Customer and Digital Services	
JOB TITLE		Apprentice Digital Customer Advisor	
REPORTING TO:		Customer Operations Manager	
APPRENTICESHIP QUALIFICATION		Digital Support Technician Level 3	
APPRENTICESHIP DURATION:		18 Months	
1.	JOB SUMMARY:		
	<p>To encourage the Council's customers to use a variety of digital channels to help them access and receive services. This includes coaching and supporting them to complete and submit information remotely and to participate in digital developments and service improvement activities.</p> <p>To respond to enquiries from the Council's customers across a range of service areas in an efficient, effective, sensitive and courteous manner</p> <p>To work towards completion of the above Apprenticeship Qualification whilst gaining relevant on the job work experience.</p>		
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS		
	1	To respond to customer enquiries and requests for service, by supporting and guiding Customers in their use of self-serve channels. This will include providing support face to face, or by telephone, email or web-chat as required.	
	2	To help customers register for and access information, products and services through online and digital channels as part the Customer Service process, including diagnosing problems and identifying solutions.	
	3	To participate in the development, testing and implementation of new models of customer service delivery and digital solutions.	
	4	To make telephone calls, e-mails and face to face contact as required to progress enquiries and requests for service and to ensure that a satisfactory resolution is achieved.	
	5	To take any necessary action to ensure that enquiries are dealt with efficiently and appropriately, against agreed performance targets, and that as many as possible are resolved at the first point of contact to the satisfaction of the customer.	
	6	To maintain accurate records of customers and transactions within the CRM and related line of business applications and to use the information held in these systems to understand customer enquiries and to provide customers and other colleagues with updates.	
	7	To provide training and support to colleagues and customers to make the best use of digital productivity tools.	
	8	To participate in development and improvement activities, including the review and implementation of process and systems.	
	9	To actively seek feedback from customers and partner services, ensuring that views are captured and used to inform service improvements	
	10	To carry out all duties with an appreciation of the importance of customer service to the Council's relationship with customers, stakeholders, partners and staff. To adhere to the division's dress code.	

3	GENERAL		
	<p>Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder</p> <p>Workforce Culture and supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.</p> <p>Shaping a Brighter Future – The post holder will embrace the Council’s “Shaping a Brighter Future” programme.</p> <p>Personal Development – As defined by the Council’s Culture Statement, all employees will take responsibility for their own development</p> <p>Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high-quality level of service, commensurate to the standards required by Stockton on Tees Borough Council</p> <p>Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.</p> <p>Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.</p> <p>Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council’s Safeguarding Policy. In addition, employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.</p>		
	Name	Signature	Date
Job Description written by (Manager)
Job Description agreed by (Apprentice)

Job Description dated May 2021

PERSON SPECIFICATION

Job Title	Apprentice Digital Customer Advisor	
Directorate / Service Area	The Environment, Culture, Leisure and Events	Customer and Digital Services

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<p>Maths and English at Level 2 / GCSE Grade C / 4 or above.</p> <p>PLEASE NOTE: You must not hold an existing qualification at the same or higher level as this apprenticeship or in a similar subject.</p>	5 GCSEs Grade C/4 or above or equivalent Level 2 qualifications	Application form / Certificates
Experience	<p>Using and optimising digital products and services, particularly websites, apps and the Microsoft office toolkit.</p> <p>Working as part of a team (this could be in a sporting, educational, work or social setting) as well as demonstrating use of own initiative</p>	<p>Giving advice and information to the public both face to face and over the telephone.</p> <p>Providing support to customers in the use of digital services and technologies.</p> <p>Participating the delivery of high-quality customer services.</p>	Application / Interview
Knowledge & Skills	<p>Excellent IT Skills including the use of Microsoft Office (Word & Excel)</p> <p>Communicate effectively verbally and in writing.</p> <p>Listen and assimilate information.</p> <p>Organised with a good attention to detail.</p>	<p>Understand the benefit of digital services and technologies for the Customer and the Council.</p> <p>Understand how to use digital services and technologies to resolve customer enquiries.</p>	Application / Interview / References

	Be articulate and able to converse confidently and efficiently in a pleasant and professional manner.		
Specific behaviours relevant to the post	Demonstrate the Council's Behaviours which underpin the Culture Statement. Flexible approach to work. Committed to own personal development		Application / Interview
Other requirements			

Person Specification dated May 2021