

MELBOURNE WATER POSITION DESCRIPTION

Segment Lead (Developer & Direct Services)

REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Team Leader, Customer Strategy and Insights	This role has 0 direct reports.
THIS ROLE EXISTS TO: (PURPOSE)	
<p>The Segment Lead (Developer & Direct Services) role sits within Melbourne Water's Customer and Strategy Group. The purpose of this role is to develop and deliver strategic oversight and leadership of the Developer and Direct Services customer segments.</p>	
<p>Specifically, this role requires an understanding of a diverse portfolio of customers and an ability to work across the business to manage key relationships, influence and evolve Melbourne Water's services to customers in a mutually beneficial way. Key objectives of the role are:</p>	
<ul style="list-style-type: none">• Managing strategic customer and stakeholder relationships with key customer segments• Understanding and advocating for our customer and their priorities to drive continuous improvement• Implementing Melbourne Water's Relationship Management Framework and maturing our segment operating approach• Work cross-functionally and with business groups to design, develop and deliver customer initiatives aligned to support the implementation of Melbourne Water's Customer and Community Strategy• Support the business in developing customer-focussed approaches and programs• To enhance the reputation of Melbourne Water with our customers.	
<p>The Segment Lead (Developer & Direct Services) will balance the needs of customers and the business. They will drive outcomes and continuous improvement in an environment of complexity, ambiguity and change. They will require a proven ability to foster and build constructive and beneficial relationships.</p>	
KEY ACCOUNTABILITIES:	
Strategic relationship management:	
<ul style="list-style-type: none">• Understand and navigate different and, at times, competing customer needs• Build strong relationships with key internal and external stakeholders• Assistance with strategically significant Developer and Direct Services issues and/or customer complaints• Assist with provision of segment-wide communications and resources	
Customer segment advocacy within Melbourne Water:	
<ul style="list-style-type: none">• Give practical advice & guidance to MW relationship managers about how to manage customer interactions and issues• Use customer segment insights, research and data to drive positive outcomes• Understand "big impact" issues that could affect multiple customer segments• Advise Board, Leadership Team and Senior Management on how to enhance Melbourne Water's relationship with customer segments and manage reputational risks• Keep an eye on where key business opportunities may emerge in the external environment, and work with the business to understand opportunity/impact	
Management of Customer Segment projects:	
<ul style="list-style-type: none">• Lead the evolution and implementation of Customer Segment planning and embed the Segment Operating and Relationship Management Framework approach• Development of, and reporting against, key customer improvement initiatives• Work with the business on key "big impact" projects & issues. Ensure we continue to deliver and sustain reputational/customer experience improvement• Build strong relationships with external key Developer & Direct Services customer decision makers and influencers	
Other duties as directed by Team Leader, Customer Strategy and Insights	

Job level: Hay 16

Assessed by: P&C

Date: Updated Nov 2019

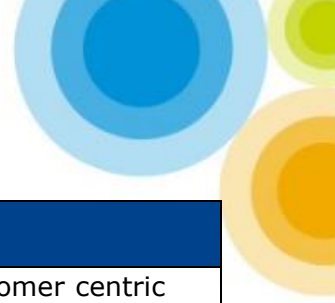
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KEY RESPONSIBILITIES	KPIs
<p>Strategy and Planning</p> <ul style="list-style-type: none"> • Implementation of board approved strategies i.e. Customer & Community Strategy through segment management • Influence across the business to improve understanding of key customer priorities and ensure customer priorities are considered and understood • Identify and manage opportunities and risks • Understand financial implications of decisions 	<ul style="list-style-type: none"> • Implementation of business plans in line with agreed work plans, actions and targets • Projects with budget allocations delivered on time and to budget
<p>Relationship Management</p> <ul style="list-style-type: none"> • Build trusted relationships with customers and stakeholders (internal and external) to support the achievement of the Strategic Direction and Strategies • Engage with multiple and diverse stakeholders, to ensure the reputation of the business is enhanced • Identify, establish up and lead (where required) key customer meetings alongside the business 	<ul style="list-style-type: none"> • Reputation survey results, customer satisfaction metrics and associated targets • Positive feedback from business engagement
<p>Leading change and embed a customer focus mindset</p> <ul style="list-style-type: none"> • Effectively support and develop business teams (alongside relevant Management) relating to Developer and Direct Service customers to <i>think customer</i> and to deliver programs in a customer centric approach • Building knowledge and capability to deliver on customer priorities • Act as a customer advocate and proactively champion the needs of customers and the importance of delivering an appropriate customer experience • Establish and support an open and honest working environment for teams/employees to foster collaboration • Use customer data to drive service and continuous improvement activities • Role-modelling MW leadership capabilities and constructive behaviours 	<ul style="list-style-type: none"> • Reputation survey results • Customer Experience & Customer Satisfaction results (external and internal customers)
<p>Performance</p> <ul style="list-style-type: none"> • Delivery of key agreed segment plans and programs to support improved customer experience and strengthen MWs Reputation • Assist with reporting against customer metrics and targets 	<ul style="list-style-type: none"> • Plans and programs defined in annual program meet agreed targets. • Individual performance and behavioral plan meet agreed targets. • Reporting targets met
<p>Incident and issues management</p> <ul style="list-style-type: none"> • If required, assist the broader Customer and Strategy team to respond to incidents and issues. 	<ul style="list-style-type: none"> • Customers are considered in incident and issues responses.

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SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED:

- Advanced stakeholder communication and engagement skills, adapted to a customer centric approach
- Proven experience in effectively leading others to deliver program priorities and targets and experience in driving change/transformation programs
- Capacity to continuously improve our processes and services to improve customer and stakeholder relationships
- Demonstrated ability to identify, innovate and unlock value for customers
- Proven judgment working in a large corporate environment with complexity and ambiguity
- Capability to influence and lead external and internal stakeholders
- Demonstrated ability to build and maintain strong customer relationships
- Extensive experience working in customer roles or roles associated with customer segments
- A strong understanding of customer drivers and key processes

KEY RELATIONSHIPS:

All Melbourne Water employees are responsible for managing aspects of our customer/stakeholder relationships and service interactions, and will work proactively to deliver a consistent customer experience.

INTERNAL

- This role is required to work with a wide range of stakeholders and groups within the organisation, including the Leadership Team, Direct Reports, Team Leaders and employees.
- Close working relationship with business teams including Development Services, Integrated Planning and Asset Management Services.
- Must be able to influence all levels in the organisation and be able to build excellent working relationships the business

EXTERNAL

- Consultants and contractors that provide expertise and advice to support the delivery of agreed priorities.
- Industry counterparts to drive customer and community insights collaboration opportunities.
- Where necessary work directly with Melbourne Waters customers.

SALARY RANGE:

Hay 16

OTHER COMMENTS:

This role requires the following:

- Tertiary qualifications in communications, customer strategy, key account management, relationship management or equivalent
- Analytics experience with the proven ability to make recommendations from insights
- Highly developed business engagement and communications skills
- Experience with developing/analysing customer experience metrics
- Proven ability to influence to deliver outcomes
- Criminal Records Check
- Victorian Driver's License

Location: 990 La Trobe Street, Melbourne 3008