SENIOR CUSTOMER EXPERIENCE MANAGER

DEPARTMENT/UNIT: Marketing Infrastructure

FACULTY/DIVISION: Strategic Marketing and Communications

CLASSIFICATION: HEW Level 9

WORK LOCATION: 211 Wellington Road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Strategic Marketing and Communications (SMC) is all about making an impact. This means we break the rules when necessary, set new trends, and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren’t static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We’re future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital first approach to how we reach our audiences and partners.

Within the University community we set the strategic marketing and communications direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, UX and design, digital, demand generation, media and communications, internal communications, and issues management.

POSITION PURPOSE

The Senior Customer Experience Manager is responsible for delivering transformative audience experiences. Working across diverse audience groups such as prospective students, students, alumni, research and industry, the incumbent will provide direction to SMC, central divisions and faculties to identify key areas of improvement that will drive an increase in experience and conversion.

The Senior Customer Experience Manager is responsible for ensuring that our audience is the front and centre of all decisions, discussions, meetings and small-talk. The position will use expertise with qualitative and quantitative data to inform when, how and in which context to engage with our audiences.
**Reporting Line:** The position reports to the Group Manager, Marketing Experience under broad direction with a considerable degree of autonomy

**Supervisory Responsibilities:** This position provides direct supervision to four staff

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

**KEY RESPONSIBILITIES**

1. Contribute to strategic planning and the achievement of SMC and University goals in line with automation and personalisation projects as a member of the management team

2. Lead and manage the implementation of complex customer led design strategies and audience experience strategic plans involving significant resources, in accordance with customer needs, University policies, procedures and strategic priorities

3. Lead and develop a highly-trained, motivated and efficient team with a strong customer experience focus

4. Lead and manage a work environment of continuous review and improvement of customer experience, operational processes and service provision

5. Direct and conceptualise feasible CX solutions that allow the business to deliver value to customers and proactively manage the customer lifecycle, including making recommendations and coordinating regular high level business reporting

6. Lead and manage significant strategic projects, large scale review and development of policy and procedure, and complex compliance and quality processes

7. Manage and oversee risk, compliance and quality assurance processes for the planning and testing phases of customer experience projects, including regular monitoring and reporting in accordance with University and legislative requirements

8. Develop and maintain strong partnerships with other relevant stakeholders, including provision of expert advice in relation to new technologies, best practices and standards, and customer-led methods of work

**KEY SELECTION CRITERIA**

**Education/Qualifications**

1. The appointee will have:
   - Postgraduate qualifications and extensive, relevant experience in customer experience, customer research, design thinking and/or service design; or
   - extensive management experience and proven management expertise; or
   - an equivalent combination of relevant experience and/or education/training

**Knowledge and Skills**

2. Demonstrated experience in delivering customer experience and customer insights within complex customer groups, including knowledge of human centred design, customer journey mapping and multi-channel acquisition and service

3. Excellent management and customer service skills with proven ability to strategically manage and provide authoritative technical and policy advice at a high level

4. Outstanding planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines in a large, complex organisation

5. Demonstrated management experience in a matrix, or large and complex management structure
6. Significant staff management experience with the ability to motivate and develop a high-performance team committed to excellent customer service

7. Highly developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions

8. Superior interpersonal and communication skills with the ability to build successful relationships, influence, negotiate and achieve consensus at senior levels

OTHER JOB RELATED INFORMATION

• Travel to other campuses of the University may be required
• There may be a requirement to work additional hours from time to time
• There may be peak periods of work during which taking of leave may be restricted

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.