POSITION DESCRIPTION

Position Title: Customer Experience Manager
Organisation Unit: Office of Marketing and Communications
Position Number: NEW
Classification: HEW Level 9

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11 billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

Marketing and Communications at The University of Queensland: The University of Queensland’s marketing and communication resources are currently distributed across faculties, institutes and other organisational units, supported by a central team (Office of Marketing and Communications) focused on whole-of-organisation priorities. Together, they support the achievement of the University’s Strategic Plan within a national and international context.

The Office of Marketing and Communications (OMC) comprises of approximately 45 staff and includes professionals in marketing, communication, publications, events and protocol, graphic design and videography. It works closely and collaboratively with the central units, faculties and institutes to achieve the University’s goals.

OMC is part of the University’s External Engagement portfolio which includes Future Students (international and domestic recruitment), Global Engagement and Enterprise, Advancement, UQ Art Museum, UQ Press, and Indigenous Engagement.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

The Customer Experience and Digital Team is responsible for developing, testing, and implementing a strategy to reach and engage target audiences (stakeholder groups) through multiple digital channels such as web, mobile, VR, multimedia, CRM and social. The Customer Experience Manager will form as a key contributor to this team, responsible for supporting the development of the Customer Experience strategy, research and human centred design practice and coordinating the implementation of CX cross all stakeholder groups (Future Students, Current Students, Alumni, Advancement, Research, Corporate, Community and Staff) execution of the University’s CX programs and activities, working collaboratively across the whole of UQ.

Duties

Duties and responsibilities include, but are not limited to:

- Lead the development, implementation and evaluation of strategic, tactical and operational customer experience and engagement plans, programs, and initiatives to align with UQ’s vision and strategies.
- Advise the Senior Executives on customer satisfaction measures, customer experience strategies, programs, initiatives and emerging issues to enable customer-centric strategic decision processes and major or critical issues response.
• Plan and provide leadership to the implementation of integrated customer engagement and communication initiatives to improve and enhance the perceptions and experiences of customers and communities.
• Lead and/or direct specific customer research programs, dialogue and other forms of engagement to understand key concerns and issues and inform review and enhancement of customer services and service delivery models.
• Drive the ongoing development of a customer service culture across the organisation, supported by effective policy and process frameworks and responsive customer service systems to embed best practice customer-centric behaviours.
• Identify opportunities for enhanced service delivery through online and e-services delivery, and the application of social media, mobile apps and technologies to optimise customer experience.
• Continually review and evolve the collection of processes UQ uses to track, oversee and organise every interaction between the customer and UQ throughout the stakeholder lifecycle, liaise with relevant business owners to champion change and lead prioritised CX and service delivery improvements.
• Deliver CX and service improvements by using Net Promoter Score or other tools to improve the customer experience across UQ.
• Define, develop and oversee the implementation and evaluation of architecture, user interface, wireframes, content management and SEO for University websites to achieve project goals and outcomes.
• In consultation with the Head of Customer Experience and Digital develop and implement web and content governance structures, processes, policies and documentation to maintain quality control over digital assets.
• Oversee the review, consolidation and migration of legacy sites to the current web platform ensuring quality content and user experience.
• Identify, analyse and implement solutions aimed at mitigating and managing the risks and issues associated with the University's digital assets and communicate solutions to stakeholders.

Other
• Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  o the University’s Code of Conduct
  o requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
  o the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  o requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships
• This position reports to the Head of Customer Experience and Digital and currently has no direct reports.
• The position has budgetary oversight in the first instance Future Students Marketing activities (amount of TBC following Budget Planning).
• The position holder works closely with all of OMC along with internal stakeholders including UQ’s senior marketing community faculties, institutes and centres, and business units.
• The position engages with a wide range of external stakeholders.
• The position holder supervises and oversees the work of external suppliers as required.
• The position holder is responsible for communicating policies, procedures, initiatives, and direction in the context of Customer Experience Management

SELECTION CRITERIA

• Postgraduate qualifications, with successful leadership and managerial experience in a senior CX and digital role in the tertiary education sector, or transferrable skills from other sectors.
• Extensive experience in the design and implementation of strategic CX and digital plans to support business goals deploying user-centred design principles.
• Extensive experience in formulating and managing budgets, allocating resources and managing key external relationships to deliver effectiveness and efficiency savings.
• Outstanding leadership, communication, interpersonal, influencing and negotiation skills including political acumen and a strong ability to work effectively across formal structural boundaries.
• High level analytical and conceptual skills to deliver solutions to complex strategic and business issues.
• Demonstrated ability to develop innovative, creative programs and solutions using multiple forms of communications to achieve strategic objectives.
• Proven ability to lead, develop and manage large teams of professional staff to meet key performance indicators in a complex organisation.
• Certification or registration of a relevant professional body such as ADMA.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support. Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au