

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Customer Experience Programs Lead	Department	Engagement & Support
Location	Sydney	Direct/Indirect Reports	Nil
Reports to	Head of Customer Experience	Date Revised	24.09.19
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6	Job Evaluation No:	

■ Position Summary

The Customer Experience Programs Lead is responsible for the development and delivery of customer-centric programs across the Engagement & Support portfolio, building actionable customer insights and working with stakeholders to review, improve and innovate on the customer experience. This role will also work on programs across other directorates, as required.

Using a customer-led approach, they will support the organisation in: acquiring, converting, retaining and up-selling Red Cross supporters, and improve the experience of, and increase engagement for, all Red Cross customers.

The role will also take a lead in uplifting capability in CX, to enable all staff to embed a customer-centric mindset, and bring customer tools and techniques into their work. They will join the Customer Experience team, within Engagement and Support, reporting to the Head of CX.

■ Position Responsibilities

Key Responsibilities

- Identify, establish and deliver end-to-end programs of work using a customer-centric approach, which will improve or innovate on the customer experience.
- Using a human centred or design thinking approach from framing of a problem, through discovery research and synthesis, identify insights and opportunities which can then be led through to execution (either as prototypes or fully-fledged offerings).
- Work as a business partner with Supporter Acquisition / Loyalty, MarComms and Major Donor Partnership teams, representing the customer and advocating for their needs in product / service solution development.
- Lead capability building in customer experience across the Engagement & Support team (and broader organisation as required) by further developing the CX methodology, tools, templates etc., supporting individuals and teams to embed these into their own processes and programs.

■ Position Selection Criteria

Technical Competencies

- Strong experience working in one or more customer experience / design methodologies, such as UX, service design, Human Centred Design, across all stages of discovery, design and delivery.

- Strong working knowledge of customer segmentation, customer personas / journeys, service blueprints and design principles, including development and application
- Comfortable working across qualitative and quantitative research methodologies; experience in the development and execution of ethnographic or contextual research would be strongly desirable
- Experience in leading and facilitating cross-functional and multi-skilled projects and teams with exceptional communication, collaboration, stakeholder management and influencing skills
- Strong self-motivation and the ability to prioritise across multiple activities / deliverables
- Experience working agile or using lean six sigma tools and processes would be highly regarded
- Sales or fundraising background, experience managing corporate / customer relationships and a basic understanding of fundraising practices and donor motivations desirable

Qualifications/Licenses

- Relevant tertiary qualifications in Marketing, Research, Insights, Business or related discipline or proven experience in customer experience, service design or insights delivery in a similar role.

Behavioural Capabilities

- **Personal effectiveness | Solving problems |** Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.
- **Team effectiveness | Communicating |** Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of how an individual's role and work contributes to achieving organisational goals. Ability to think ahead and plan accordingly.
- **Organisational effectiveness | Innovating and improving |** Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters