



Manager Customer Experience and Engagement

Position Number: 500616

Directorate: Advocacy and Communities

Department: **Customer Experience and Engagement**

Reports to: Director Advocacy and Communities

Classification: Senior Officer

Location: **Civic Centre Broadford** – all employees may be directed to move either permanently or for temporary periods to other offices within the Shire due to operational requirements.

Date created/amended: April 2021

Employee signature: _____ **Date:** / /

About the Organisation

Mitchell Shire

All employees at Mitchell Shire are expected to provide the highest standards of performance and customer service to ensure Council achieves its Vision, Values and meets organisational objectives.

Vision

Together with our Community, create a sustainable future.

Values

Mitchell has adopted the following values as fundamental to the way in which all staff within the Council will operate in their dealings with each other and the community. These are:



Working Together



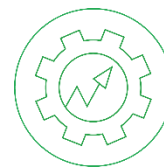
Respect



Customer Service
Excellence



Accountability

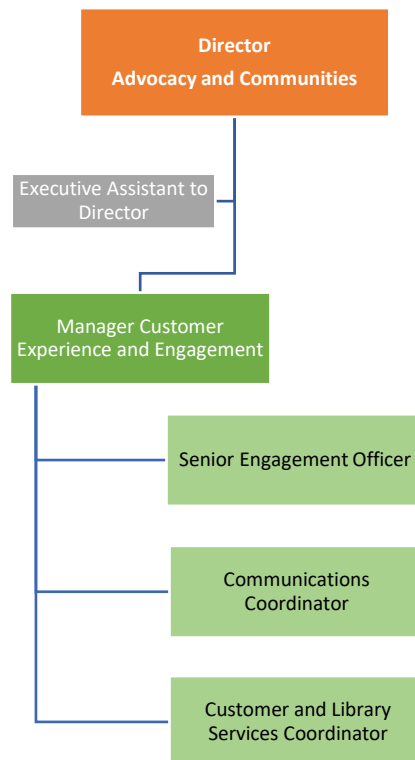
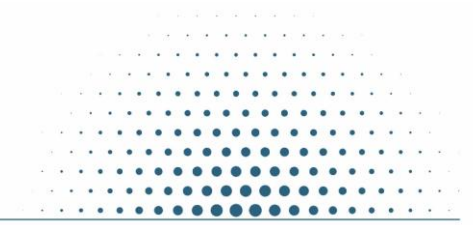


Continuous
Improvement

Structure

Mitchell Shire Council is broken into three Directorates being:

- > Organisational Performance
- > Economy, Growth and Infrastructure
- > Advocacy and Communities



About the Role

Objectives

As leaders, Managers at Mitchell play a key role in leading and driving the development of cultural change within the organisation, creating a positive and productive culture and work environment, as well as the development of policy, procedures and services.

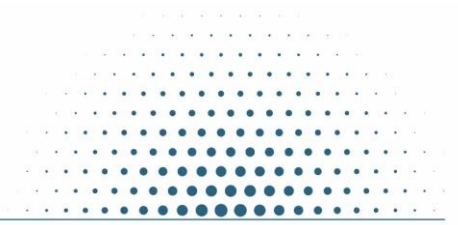
Council's objective is to be known for *Excellence through Innovation and Partnerships*, and this will require an unrelenting focus on customer service, continuous improvement and value for money. The Manager Customer Experience and Engagement will lead the activity of their department towards this objective. Guidance for the Department's activities will be provided by well-developed and soundly based research, policy and strategy.

The Manager Customer Experience & Engagement is responsible for the following Council functions:

- > Communications and Engagement
- > Library and Customer Services

As a member of Council's Senior Leadership Team (SLT), the Manager will work collaboratively with colleagues to ensure that opportunities for integration are maximised and community outcomes are enhanced. They will be a regular contributor to, and sometimes leader of, cross organisational initiatives, often outside of their normal portfolio.

The Manager Customer Experience and Engagement will ensure that Department activities and projects align with the Community Vision. That these activities support the achievement of Council Plan and/or Health and Wellbeing Plan objectives, and that our community is updated on their progress on a regular basis. Similarly, by maintaining Service and Business Plans, provide appropriate, efficient and effective services to and for our community. The incumbent will take the



lead on internal and external facing initiatives that measurably improve the experience for customers and the Mitchell Shire Community.

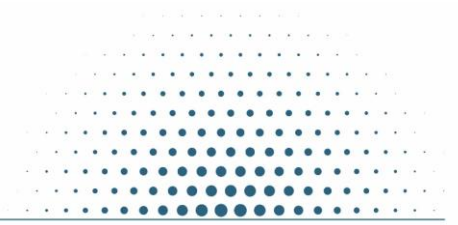
This role will have a strong external focus, developing networks and partnerships that support a positive experience by all stakeholders and enhance knowledge and confidence in the activities of Council.

Leadership Responsibilities

- > Provide clarity of vision and direction for the Department, ensuring alignment with, objectives the Community Vision, Council and Community Plan/s, and whole of organisation goals.
- > Ensure that Service Plans are developed for all services within this portfolio, preparing evidence-based information around the future requirements for all services, and their connection to our Community Vision.
- > Ensure that Departmental business plans are developed annually and that all staff are involved to support a clear understanding of the linkages between Community Vision and ultimately, individual work plans.
- > Ensure staff are clear of their personal and team objectives and accountabilities and regular constructive feedback is provided
- > Create an environment where new ideas are supported, and achievement is rewarded
- > Embed a culture of continuous improvement, ensuring that your service maintains pace with contemporary practice and is designed with customer (internal or external) and community needs in mind
- > Undertake timely and appropriate strategic planning and policy work in the Department's areas of responsibility ensuring that the needs of the community are anticipated, understood and planned for
- > Foster a work environment where staff are supported and developed to achieve their potential
- > Promote the values and priorities of the organisation to all staff and act as a role model
- > Manage the performance and adherence to standards by contractors and agents of Council
- > Ensure a high level of awareness amongst staff regarding Council policies, procedures and projects
- > Comply with occupational health and safety legislation, risk management requirements and all Council policies

Organisational Responsibilities

- > Deliver Departmental and Organisational responsibilities consistent with approved levels of delegation and authority
- > Ensure the provision of timely, accurate, informed and contextually appropriate reports and advice to the Council, CEO, and Executive Leadership team
- > Ensure provision of timely, accurate, informed and contextually appropriate information to contribute to Community information detailing the progress of activities and initiatives that support the achievement of our Community Vision, Council and Health and Wellbeing Plans.
- > Actively work to build a positive reputation and profile of Mitchell Shire Council with the public, stakeholders and within the local government sector
- > Be proactive in the identification, management and mitigation of strategic and operational risks to Council and ensure that there is no tolerance of fraud, corruption or behaviour that may bring Council's reputation into disrepute
- > Develop and maintain a rigorous and accurate budget and ensure practices represent value for money, comply with council policy and procedures and strengthen Council's overall financial sustainability



- > Participate in advocacy activities and proactively identify opportunities for investment, grants, partnerships and collaborations that would benefit Mitchell Shire Council
- > Ensure all Department operations are consistent with organisational policies, procedures and practices including but not limited to those relating to;
 - Corporate Reporting and Performance Measurement
 - Records and Information Management
 - Risk Management
 - Occupational Health and Safety
 - Human Resource Management
 - Financial Management
 - Customer Service Charter
- > Actively contribute to Council's emergency response, relief, and recovery efforts as required
- > Represent the Council, CEO and/or Director at various events, forums or meetings as required
- > Maintain a good working knowledge of relevant legislation and regulations and apply legislative requirements to the practice of the Department and Council
- > Work cross-organisationally on various projects and initiatives to ensure the efficient and effective operation of the total organisation

Customer Experience Responsibilities

- > Creating a technology-enabled customer experience strategy that reduces customer effort
- > Educating the organisation on business opportunities to improve the end-to-end customer experience
- > Fostering an organisation-wide customer-focused culture
- > Innovating/incubating new ideas to digitally optimize customer experience
- > Collecting and analysing customer data to generate insight and improve the customer experience.
- > Developing digital channels and resources aligned to the customer experience.
- > Partnering with key business units to improve and deliver exceptional customer experiences throughout multiple channels and touchpoints

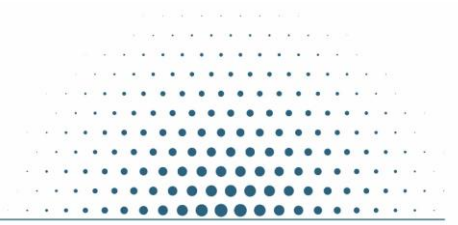
About You

Qualifications and Experience

1. Excellent written and verbal communication skills with experience presenting to a range of stakeholders.
2. Highly developed interpersonal and representative skills with proven ability to build effective relationships and communicate with a diverse range of people internal and external to Council
3. Highly developed Political Acumen and judgement
4. Proven ability to build diverse teams through effective employee engagement and open communication to promote an environment of empowerment, innovation and accountability
5. Proven ability to manage change in a complex and often challenging work environment
6. Demonstrated Experience in creating a customer centric organisation utilising current technologies

Essential

- Tertiary qualifications relevant to the portfolio and evidence of substantial relevant professional experience



- Demonstrated ability to lead a proactive approach to communication and digitalisation
- Demonstrated experience in developing customer centric solutions
- Experience in the management of multi-function service units at a senior level
- Extensive experience in building strong relationships and partnerships with colleagues and stakeholders to enhance outcomes
- Experience in engaging communities on issues pertaining to them
- Sound decision-making skills including a pragmatic approach to problem solving and managing conflicting priorities
- A personal approach that is aligned to the Mitchell Shire Council Organisational Values
- Evidence of a commitment to continuing professional development
- A current National Police Check and Working with Children Check

Desirable

- Post Graduate qualifications in relevant areas of the role and/or management or business would be well regarded
- Experience in successfully leading teams through challenging circumstances
- An awareness of contemporary issues facing all levels of Government in recent years would be an advantage, with experience in Local Government desirable
- Substantial experience in transforming and enhancing the performance of teams and services with an emphasis on value for money and customer experience and emerging communication techniques and tools

Position Requirements

Accountability and Extent of Authority

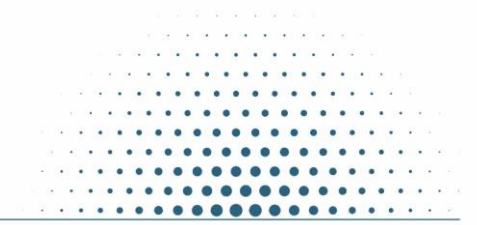
- > Authority to manage the Customer Experience and Engagement Department in accordance with Council policies and relevant delegations
- > Authority to carry out management duties in accordance with organisation-wide policies
- > Responsible to the Director Advocacy and Communities for the effective and efficient management of the Department and for achieving organisation and individual goals
- > Accountable for creating and maintaining an environment where staff at all levels are encouraged to contribute to developing a productive and rewarding organisation

Judgement and Decision Making

- > Ability to represent Council and the community of Mitchell Shire in relationships with a range of stakeholders, including community, members of parliament, business and government sectors.
- > Ability to identify matters requiring the attention of the Director Advocacy and Communities, the CEO and Council as necessary
- > Ability to identify opportunities for improvement of organisation and community benefit through new policies, procedures and processes and to actively promote these within the Senior Management and Leadership Groups

Specialist Skills and Knowledge

- > Detailed knowledge of Acts, Regulations and Local Laws relating to the management of Local Government within the position's responsibilities
- > Clear and focused problem solving and decision-making skills, enabling quick and accurate resolution of issues faced by Council which relate to service delivery, communications and engagement



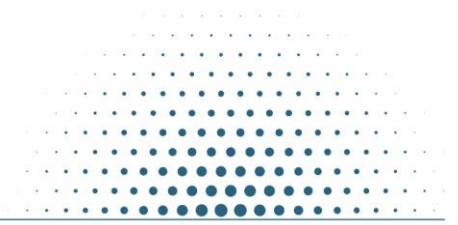
- > Capacity to think and act with initiative in an innovative manner

Management Skills

- > Strong skills in management of self and others including an ability to manage multiple demands, set priorities and achieve timelines
- > Ability to embrace, accommodate and implement change
- > Ability to manage staff in accordance with all relevant personnel practices and requirements
- > Highly developed negotiation skills
- > Advanced resource management skills including staff, budgets and capital assets

Interpersonal Skills

- > Ability to provide high standards of customer service
- > Outstanding leadership qualities and the ability to inspire people and raise standards.
- > Ability to effectively represent the Council at the community level and at other levels of Government
- > Energy and dynamism and proven ability to work intelligently and strategically
- > Ability to strongly engage others in achieving Council objectives
- > Well-developed public speaking and presentation skills



Appendix A - Conditions of Employment and Responsibilities

Agreements, Legislations and Awards

Employment conditions for all employees are in accordance with the relevant award, employment contract, industrial agreement, organisational policies and procedures as amended.

Current Certified Agreements at Mitchell Shire Council are:

- > Mitchell Shire Council Enterprise Agreement
- > Early Education Employees Agreement

Current Awards at Mitchell Shire Council are:

- > Victorian Local Authorities Award 2001
- > Nurses (ANF Victorian Local Government) Award 2002
- > National Training Wage Award 2000

Asset Management

Employees are expected to familiarise themselves with and abide by the Council's Asset Management policies, plans and strategies.

Charter of Human Rights Compliance

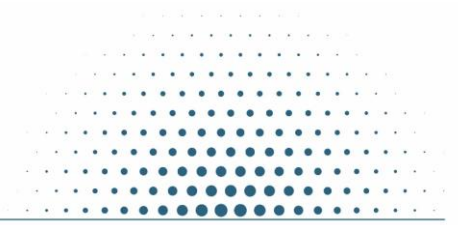
Council employees should demonstrate, respect and promote the human rights set out in the Charter of Human Rights and Responsibilities by:

- > Making decisions and providing advice consistent with human rights
- > Actively implementing, promoting and supporting human rights

Child Safe Standards

Mitchell Shire Council is committed to ensuring the implementing of Child Safe Standards within our organisation. As such:

- > All children, regardless of their gender, race, religious beliefs, age, disability, sexual orientation, or family or social background, have equal rights to protection from abuse and neglect
- > There is zero tolerance for all forms of abuse and neglect towards children
- > All allegations, concerns and complaints brought to the attention of Mitchell Shire Council will be taken seriously and acted upon in a timely manner and reported to the relevant authority
- > Best practice standards will apply in the recruitment of staff, volunteers and contractors
- > People engaged in child-related work, including volunteers and contractors, are required to hold the applicable Working with Children Check and to provide evidence of this check
- > A statement of our commitment to child safety requirements is included in induction
- > Mitchell Shire Council have risk management strategies in place to identify, assess, and take steps to minimise risks to children
- > Allegations of abuse, neglect and safety concerns will be recorded using incident reporting systems, including investigation updates
- > All personal information considered or recorded will respect the privacy of the individuals involved under the Privacy Act and the best interests of the child will be considered when sharing information with relevant authorities and agencies



Corporate Recordkeeping Responsibilities

Mitchell Shire employees should demonstrate the following;

- > Understanding records management obligations and responsibilities
- > Making and keeping accurate and complete records of business activities and decision making
- > Creating records proactively including those resulting from telephone conversations, verbal decisions, meetings, emails and letters
- > Ensuring the quality and accuracy of the data used or entered on Council databases and systems
- > Destruction of Council records are not to occur without authority from the Corporate Information Department.

Code of Conduct

The Code of Conduct outlines standards of conduct and behaviour that must be demonstrated by all Mitchell Shire Council employees, volunteers and contractors. You need to familiarise yourself with the Code and observe its provisions. Breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.

Corporate Induction

You will be required to attend a Corporate Induction within your first month at Council, commencing at 9am at Mitchell Shire Council Civic Centre on a date to be advised.

The People and Culture team also conduct quarterly bus tours of the Shire. This gives new employees the opportunity to see the shire in full and be familiar with our sights and operations.

Customer Service

Customer Service Excellence is one of Mitchell Shire Council's values and therefore staff are required to;

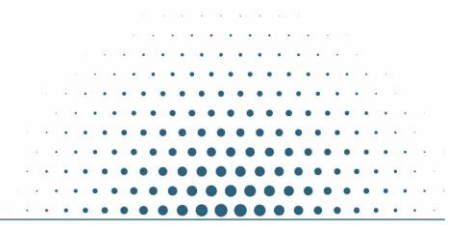
- > In accordance with Council's Customer Service Procedure, be proactive in the delivery of services ensuring that quality customer service is provided always whether the communications are delivered personally, electronically, written or by telephone with the customer
- > Ensure a high-quality customer focused service always
- > Contribute to excellence in service delivery and present a positive image for Council
- > As required, maintain effective and co-operative communication with all customers, community groups/organisations, business, Council and other Government authorities
- > Provide service in accordance with Council's Customer Service standards

Drivers Licence

If you are required at any point to drive a council or personal vehicle for business use, it is a condition of employment that a current Driver's licence is maintained. *Loss of your driver's licence may result in the termination of employment.* If your driver's licence is suspended or cancelled, you must inform your manager immediately.

Emergency Management

As part of the duties associated with this position, the incumbent may be requested to assist Mitchell Shire Council in responding to an emergency, should one arise, affecting the operation of council and/or the wellbeing of the Community.



Hours of Work

It is appropriate that you arrange your ordinary hours of duty with your Manager to meet the demands of the position. Mitchell Shire Council offers flexible working arrangements (where operationally viable) to encourage work life balance. A standard full-time employee works 76 hours per fortnight (this varies depending on department), with additional hours each day if a monthly ADO is being accrued.

Accrued Day Off (ADO) and Rostered Day Off (RDO)

An ADO/RDO is applicable for some positions, with the following arrangement;

Monthly ADO

A Monthly ADO is available to full time staff. As a full time, indoor staff member, the standard working day is 7.6 hours. By working an additional .4 hours per day, you can accrue one day off per month. For full time library staff, the standard working day is 7 hours. By working an additional 0.36 hours per day, you can accrue one day off per month.

ADO's must be taken at a mutually convenient time. Your Manager will approve when the ADO is to be observed, based on service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Fortnightly ADO

A 9-day fortnight generally applies to outdoor staff. This is accrued by working 8.5 hour days for 9 days per fortnight, with the 10th day being the RDO. Your Manager will determine and roster the day that is to be observed to suit service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Motor Vehicle

Where a position is allocated a **full private use vehicle** entitlement, the employee may opt to take a cash option of their vehicle allowance and utilise their own private vehicle.

Where a position is allocated **commuter use of a council vehicle**, that vehicle is not to be utilised for any personal use without prior arrangement from the Director.

More information on Vehicle and Travel allowances can be found in the Motor Vehicle Policy.

Policies and Procedures

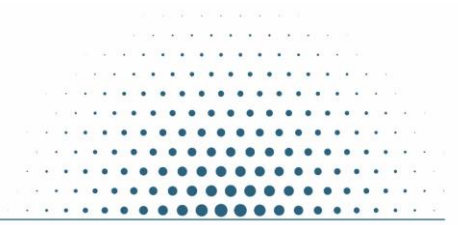
The terms of the Council's policies are not incorporated as terms of this Agreement and are not intended to create any legally enforceable rights on the part of the Officer, but the Officer must abide by them because they are lawful and reasonable directions of the Council.

Pre-Employment Checks

Your employment is dependent upon successful completion of a National Police Check prior to commencement. The cost of this check will be borne by Mitchell Shire Council.

Working with Children Checks are compulsory for some staff and must be provided prior to commencement. These are to be maintained at the employee's own expense.

A Pre-Employment Medical Check *may* be conducted on staff, to ensure they are able to operate in their role safely and effectively.



Qualifications Required for the Role

It is a condition of your employment that you maintain the qualification and memberships that are identified in the Position Description. The cost of maintaining those qualifications and memberships will be borne by the employee. Any Continuing Professional Development (CPD) hours required to maintain your qualification and memberships are to be undertaken outside of normal working hours.

Qualifying Period

All employees are required to complete a six-month qualifying period from the commencement of their employment. Management shall assess employees' performance on the job, including the satisfactory achievement of the performance objectives set in the employee's commencement plan, skills and knowledge represented, the commitment to and how the employee's work reflects the core values, attendance, and cultural fit.

Management shall determine during the qualifying period whether the employee has/is successfully achieving the requirements of the role. Where, in the opinion of management, the employee will not or has not successfully achieved these requirements, employment may be terminated during the qualifying period.

Recognition of Prior Service

Recognition of Prior Service can be made for those employers listed as applicable under the Local Government (Long Service Leave) Regulations 2012.

An application for RPS must be made to the payroll department on your Employee Registration Form upon commencement (no later than 2 months after commencement).

Payroll

Payment of salary is made on a fortnightly basis (currently every second Wednesday), by electronic transfer to your nominated financial institution account.

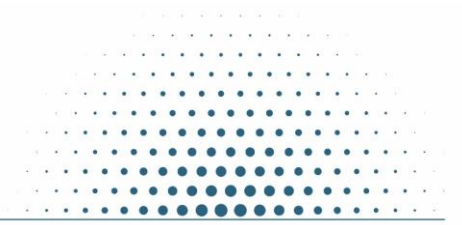
Risk Management and Occupational Health and Safety

Council Employees should comply with Occupational Health and Safety Legislation, Risk Management requirements and all Council policies, procedures and guidelines. This includes (but is not limited to) the following:

- Perform all duties in a manner which demonstrates due care for your own and others health and safety
- Comply with Risk and OHS documentation and legislative requirements
- Identify and report hazards, risks, incidents or health and safety issues as soon as possible.
- Participate in Risk, Safety and Health Initiatives including investigations, implementation of corrective actions, risk assessment or return to work arrangements.
- Wear and maintain all issued personal protective equipment.

Superannuation

Council will contribute to the Vision Super Scheme or an approved superannuation fund of your choice on your behalf at the rate of 9.5% of the base salary offered (excluding staff who have agreed a Total Remuneration Package (TRP)). This contribution amount is in addition to (not deducted from) your base salary.



Types of Employment

Employees should be aware that Mitchell Shire Council employs staff on several types of employment contract. This includes the following types;

Casual Employees will be employed on an hourly basis to work on an intermittent or irregular basis. We cannot guarantee set hours of work. In order to manage our casual staff, we undertake periodic database checks. Any casual employee who has not worked within that period may automatically be removed from the system.

The hourly rate of a casual employee includes the 25% loading in lieu of annual leave, personal leave, public holidays and severance entitlements.

Part Time Employees can work hours in addition to their contracted hours. These hours will be paid at ordinary rates. Employees can work ordinary rates to a maximum of 38 hours within a week, for library staff 35 hours. Any hours worked in addition to maximum hours will be paid at overtime rates or time in lieu will be calculated in accordance with the Enterprise Agreement, Award and policy as amended from time to time.

Variances to Duties

In line with operational requirements of Council it may be necessary, to vary your work duties and/or position description. Such changes would be discussed with you prior to initiation and will be compliant with the nature of the work for which you were employed.

You may be required to work from or relocate to any Council work site within the Council municipality depending on operational requirements.