

 WOKINGHAM BOROUGH COUNCIL		Job Description		Job Reference
Job Title		Business and Customer Experience Manager - Highways and transport team.		
Service	Place and Growth, Highways, and transport	Team	Highways and Infrastructure	
Location	Shute end, Sites within borough and home working			
Reports to	Highways Manager			
Responsible for	Achieving the highest levels of customer satisfaction across the whole of Highways.			
Grade	Type of position:		Date	
10	Permanent - Full Time		14/04/2023	
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.</p>				
<u>Service Purpose</u>				
<p>The Highways and Transport team are responsible for Wokingham’s Highways maintenance and construction including street lighting, structures, bridges, drainage, road resurfacing, safety and cleaning, Parking management and traffic orders, moving traffic offences and transport links including public transportation support.</p>				
<u>Purpose of the role</u>				
<p>The Business and Customer Experience Manager is responsible for customer centric activities across the whole service and its contracts. The role holder needs to role model and promote best practise for customer excellence across the Highways and Transport teams, monitoring the performance from the customer's view. Responsible for leading the customer satisfaction and complaints improvements. Reviewing data and commentary to identify changes and deliver continuous improvement to enhance the customer experience.</p> <p>In addition to the Customer Experience part of the role, the role will include management of all data to ensure that we are delivering to the highest standards. The role holder will lead the business hub of information to show what is being achieved and what areas need improving. This is a significant role for the Highways and Transport teams to develop and improve.</p>				
<u>Main Accountabilities</u>				
1	To lead internal and external activities and stakeholders to create new customer experience and insight initiatives across the H & T team.			
2	Use the voice of the customers (VOC) and the voice of the employee (VOE) and the voice of the supplier (VOS) to drive improvements. Quality assure delivery so that it achieves excellence.			
3	Be prepared to challenge the status quo, provide support, and ensure that we deliver successful outcomes, which add improvement to services, customers and value.			
4	Lead and develop the service into a customer centric culture working with the Customer Excellence business partners and programme to drive the improvements and changes.			

5	Working with SME's, contractors and QS and other partners to identify and analyse opportunities for improvement, putting the customer at the heart of what we do. Implementing improvements
6	Support the Council in implementing the key design principals of prevention and reduction of demand through customer/community enabling, improved access to services and information for customers and early resolution of customer enquiries
7	To work with Customer Excellence team, directorate and business change on customer journey mapping to improve customer experiences when accessing Council services
8	Ensure customers have easy access at every touchpoint across the business understanding their journey and developing in conjunction with internal and external stakeholders co production of improvements.
9	Lead on good practice principles, ensuring equality, diversity and inclusion is considered in all improvements
10	Work with suppliers to ensure customer centricity is at the heart of what they deliver on our behalf.
11	Co-ordinating with other Customer Experience colleagues council wide to share learning and development.
Supervision Received	Annual Appraisal Monthly one to one
Supervision Given	n/a
Contacts & Working Relationships	This is a Highways wide role so encompassing all customer interactions and management of those. Relationships include: Internal and external customers All internal teams where relevant CLT Suppliers Members Contractors Customer Excellence Team
Management of resources or budget	Will manage new budget for customer changes, as well as managing responses to customers.
Special Factors	<i>Ability to travel around borough on occasions</i>

Organisation Chart



Person Specification

Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable.

Qualifications	Essential	Desirable
<i>Detail the levels of educational achievement and vocational training necessary to carry out the duties of the post. Include level, depth or standard of qualification.</i>	Degree-level, equivalent relevant professional qualifications or expertise Evidence of continuous personal and professional development	Management qualification Membership of relevant professional body
Technical Skills.	Essential	Desirable
<i>List the technical skills and level of proficiency required to carry out the role.</i>	<ul style="list-style-type: none"> • Good IT skills including office software such as Microsoft Word, Outlook, PowerPoint and Excel • Excellent written and verbal communication skills with an ability to vary style to meet the needs of the audience • Ability to analyse management data and communicate to groups, including recommending appropriate action where necessary • Ability to use customer feedback mechanisms to provide intelligence 	An understanding of large complex and political organisations

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

	and insight to inform improvements in customer experience	
Knowledge		Desirable
<i>List the areas of knowledge in which the post holder would have to be proficient to carry out the duties of the post, detailing the specific area of specialism and any related professional and/or legislative frameworks.</i>	<ul style="list-style-type: none"> Operational management and development of front-line delivery teams Significant understanding and experience in methods and approaches around improving customer experiences Significant understanding of the political landscape, legislative frameworks, and regional and national drivers surrounding the work of a Council 	
Experience		
<i>Detail the level of experience required of the post holder.</i>	<ul style="list-style-type: none"> Experience of analysing equality data to improve the accessibility and reach of services Experience in customer journey mapping to identify pain points Experience of effective partnership working and stakeholder management, to obtain desired outcomes for customers Experience of identifying, developing and delivering opportunities for improving the service and customer experiences Experience of championing own ideas and obtaining commitment to allow them to be delivered 	<ul style="list-style-type: none"> Experience of leading complex and major projects to successful outcomes Experience of benchmarking good practice around Customer Excellence
Other	Essential	Desirable
<i>Detail any specific requirements not covered by the above.</i>	Critical thinking and problem-solving skills Adaptability, delegation and influencing skills	

	Flexible attitude to support if needed, officers and members as necessary which may be attending out of standard operating office meetings.	
<i>Driving License</i>	Clean full driving license	
Completed by:	Chris Easton	Date: 15/05/23