



<b>JOB TITLE:</b>	<b>DIRECTOR OF CUSTOMER ENGAGEMENT</b>		
<b>GRADE:</b>	JNC	<b>SERVICE AREA:</b>	Children Services
<b>JOB CODE:</b>			
<b>REPORTS TO:</b>	Executive Director Children's Services	<b>LOCATION:</b>	Civic Centre
<b>SPECIAL CONDITIONS:</b>	<ul style="list-style-type: none"> <li>Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities.</li> </ul>		

*At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential.*

*As leaders of people, managers will:*

- Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

**1. Corporate duties and accountabilities:**

- Every member of staff has a responsibility in the field of safeguarding and a duty to adhere to the procedures set out in the Corporate Safeguarding Policy.
- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity,

equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.

- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

## **2. Main purpose of the job role:**

- Lead the development and delivery of the council's wider customer transformation, implementing a new customer access and management model whilst maintaining high levels of customer service for the residents of Walsall.
- Provide operational leadership of a developing council-wide customer function, which is responsible for all general enquiry handling, requests, signposting, simple transactions and applications across the council.
- Champion a customer-centric approach, and challenge others in the organisation, to do the same, by embedding our customer experience principles across the whole council so we put our customers at the HEART of what we do.
- Promote innovation and continuous improvement in customer experience across all areas of the council, with a focus on increasing use of digital channels, analytics and customer insights.
- Facilitate effective partnership working within the council as well as with external partners to provide a connected and valued experience for our customers.

## **3. Role specific duties and accountabilities**

### ***Horizon Scanning***

- Develop long term strategies for future service needs
- Identify own and manage risks arising from strategic and operational plans within area of responsibility. Advise stakeholders on risks and issues related to regulations and standards and investigate any areas for concern, implementing policies to support the delivery of council objectives and plans which comply with all relevant legislation and statutory requirements
- Ensure the implementation of priorities set by Council in relation to service delivery continues to reflect the needs and priorities of service users and local communities, working across service boundaries as necessary in order to ensure alignment and integration of services and achieve maximum financial efficiencies
- Promptly identify legislative changes and advise on impact in conjunction with relevant heads of service.

### ***Leading People***

- Embed the Council's values and behaviours across the workforce leading by example
- Ensure employees of the council are developed and supported to create a high performing and innovative team and to enable them to each acquire competencies to deliver services to national and local standards.
- Manage the selection and deployment of people for whom the Job Holder is responsible to maximise their contribution to corporate and team goals.
- To promote the development of a confident learning culture within all service areas for which the Job Holder is responsible, including the requirement that all staff have and achieve their personal/professional development plans that are integrated with their Annual performance conversation.

### ***Managing Resources***

- Plan and manage significant budgets and undertake suitable financial planning for future financial stability
- Ensuring the effective management of financial human and physical resources in the relevant service areas in order to ensure value for money, including reporting as appropriate to the cabinet and council in accordance with the council's financial regulations and timetable and that the schemes of delegation are properly developed and maintained
- Ensure Walsall Council is an "Employer of Choice" with a strong employer brand, able to attract and retain high quality staff, with the agreed values and behaviour

### ***Managing Performance***

- Develop a culture of high performance, setting high standards across the organisation.
- Ensure members receive the best quality training to fulfil their roles
- Performance monitoring and management of delivery against agreed strategic objectives, including the effectiveness of the deployment of all resources under the control of the council.
- To manage the performance of the service teams for which the Job Holder is responsible for and to respond and manage weak and poor performance.
- To develop appropriate performance indicators as required.
- To support and lead on the culture of continuous improvement within the services for which jobholder is accountable, providing advice and encouragement for the implementation and monitoring of quality policies standards and systems.
- To ensure that output and quality of work is of the highest quality and records where appropriate with current regulations, legislation, and council standards.

- To promote/lead in the development and implementation of new ways of working in line with the Proud Programme

### ***Managing Self***

- Maintain high levels of knowledge and expertise through CPD networking with other professionals, constantly striving to improve.
- The post Holder is responsible for his or her own self-development on a continuous basis and is fully expected to undertake suitable development and training.
- to enhance own performance working constructively with their line manager to identify personal strengths and agreeing actions in relation to development needs
- Working with Partners to ensure every opportunity for the development of the service is maximised
- Being part of the Regional and National networks to ensure new developments and changes to Policy and Practice are adopted within the service in an effective and timely way

### **4. Key Stakeholders and reporting lines**

- To develop and promote strong partnerships with residents, other public agencies, local business and the voluntary and community sector that provide joint solutions for the improvement of the borough and improve the quality of life for local people.
- Reporting to the Executive Director Children's Services. Responsibility for briefing and engaging with all members of the Corporate Management Team to ensure consistent and effective customer journeys across the whole organisation.
- Work closely with the Director for Transformation & Digital, Director for Communications and other relevant leaders in the organisation to drive sustained improvements in customer experience and outcomes in Walsall.
- Regular reporting to Cabinet, Council, Scrutiny committees and accountability to the same.



<b>EMPLOYEE SPECIFICATION</b> <b>JOB TITLE: DIRECTOR OF CUSTOMER ENGAGEMENT</b>	<b>GRADE: JNC CHIEF OFFICER</b>	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> refer to corporate behaviours document		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
A sound understanding of the legal, commercial, political, operational and social aspects of delivering social care and health services within current and developing in national policy	A/I	3
Competent in communicating sensitive, confidential and complex information.	A/I	3
Ability to prepare, collate and interpret reports	A/I	3

Ability to work autonomously and under pressure.	A/I	3
Ability to make complex, critical decisions with skill.	A/I	3
An awareness of and commitment to equality of opportunity	A/I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
The post-holder will need to demonstrate success in devising and delivering a successful customer strategy in a similar environment. The role requires analytical and strategic thinking and skills combined with practical delivery expertise. The post-holder will need to be comfortable with both planning and delivery.	A/I	3
Evidence of developing and maintaining good working relationships with colleagues, elected Members, and partners	A/I	3
Excellent strategic and analytical skills	A/I	3
The ability to combine long-term planning and short – term reactive work, and excel in both	A/I	3
Attention to detail and editing skills to ensure that material published on behalf of the Council meets it exacting high standards	A/I	3
Previous experience of managing contracts with external suppliers and negotiating with partners	A/I	3
Experience of establishing and maintaining networks across the Council	A/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Relevant degree, professional qualification or experience	A	3
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
<b>Prepared by:</b>		<b>Date:</b>