CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL

JOB PROFILE

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| **DEPARTMENT:** **Corporate Resources** | **SERVICE GROUP:** **Revenues, Benefits and Customer Services** |
| **POST TITLE:**  **Digital Customer Liaison Officer** | **REPORTS TO:** Head of Customer Services and Welfare |
| **GRADE:**  | **SAP POSITION NUMBER:**  |

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes. As a candidate/employee you will be expected to demonstrate your ability meet the special knowledge, experience and qualifications required for the role.

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| **Key Purpose of Post:**  |
| 1. To working flexibly across a range of digital solutions in support of the Council’s vision for Customer Contact and the Customer Service Strategy. Working with the range of services across the organisation to identify customer journeys, options for improvement, review ‘as is’ and create ‘to be’ processes. Develop and embed with the services new service redesign and process for external contact management moving to a digital by choice model. Identify with the relevant services, training needs for digital solutions, be a lead advocate for change and working closely with Customer Champions and other stakeholders.
2. To work closely with Digital Improvement Teams Business analysts and Technical Digital Leads to develop end to end digital solutions to deliver business change, using a high level of skills, knowledge and experience to actively contribute to the successful implementation of major change and transformation for external Contact Management Support services to design and deliver a consistently high quality Customer Contact whilst actively identifying and contributing ideas and suggestions for improvement.
3. To understand and interpret the service business change to the Digital Improvement Team and to develop, organise and action the compilation of test scripts and revised processes, identifying dependencies and participants required to mitigate the risks to system quality, obtaining stakeholder support and communicating new developments. Track and prepare the report of testing activities like test results, test case coverage, required resources, defects discovered, resolution plans and their status, performance baselines etc.
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| **Main Responsibilities of Post:**  |
| 1. Directly responsible to the Head of Service Customer Services and Welfare, however this is a principal corporate role and as such the post holder will receive limited line management direction and will have extensive autonomy in the range of decision making and powers in delivering of their role and responsibilities.
2. There is no direct line management responsibility, although the post holder is expected to manage and provide leadership to the Project / Programme Team(s) for digital customer liaison to which they are assigned and facilitate the workstream leads in the delivery of the end-to-end customer journey. The postholder will lead process change across Council services and will need a high level of negotiating and influencing skills.
3. Expected to deal with complex problems on a regular basis, frequently using own initiative to reach solutions, or making recommendations to the relevant Programme/Project Manager, relevant Boards, Departmental Management Teams.
4. Responsible for the development and extensive testing of solutions to help ensure successful delivery of outputs/outcomes within time, quality, and cost parameters, adopting relevant methodologies to ensure that all key deliverables are ‘fit for purpose’ and meet stakeholder and resident expectations.
5. Support the design of customer end to end solutions aimed at analysing and/or solving policy or organisational problems, assisting the achievement of the Council’s priorities, and reaping maximum benefit from opportunities to change, transform or improve services for citizens, communities, other stakeholders, or the organisation itself.
6. Develop and action the test plan for tasks, estimate and obtain management support for the time, resources required to perform the testing, as per requirements from stakeholders.
7. Manage and resolve any operational risks and other issues that might arise and escalating appropriately to ensure risks are managed and mitigated, and contingencies reported are put in place.
8. Responsible for the planning and execution of effective communications within the business analysis work undertaken. Providing regular reports to relevant Boards, groups, and other stakeholders on key issues. Delivering demonstrations/training/presentations as required to widen the reach of the programme and encourage more services to participate in change.
9. Work effectively with members of the team and key stakeholders to contribute to the development and implementation of solutions.
10. To oversee and directly consult with service users and providers, and professionally represent the Authority at internal and external networking events, conferences and meetings as required.
11. To research and understand the relationship between the development of solutions and their link to local, regional, and national policies.
12. To support the design of and undertake to support other projects and processes aimed at solving complex policy or organisational problems, to achieve the Council Plan priorities, and reaping maximum benefit from opportunities to transform or improve services for citizens, communities, other stakeholders, or the organisation itself.
13. To provide advice, guidance, and information on all aspects of the above to, officers, partners as required. Routine communications at all levels internally and with a wide range of external organisations. Maintain ‘leading edge’ knowledge on emerging digital trends and their application,
14. To ensure that the Council’s policies and strategies reflect the Council’s equality objectives to eliminate discrimination, advance equality of opportunity, foster good relations with all our communities and partners, narrow equalities gaps, reflect the needs of our communities.
15. Access to extremely confidential corporate and commercially sensitive information, including individuals, public and private individuals, bid information, service areas, strategic and policy development.
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| **Structure:** |
| **Special Knowledge Requirement: Essential for shortlisting.** |
| **Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column** |
|  | **Essential** |
| Demonstrable knowledge and understanding of the duties and responsibilities that underpin the Council’s Customer Service Strategy and the Contact Management Programme. | X |
| Strong written and verbal communication skills. Building scripts and solutions with the resident in mind, using clear and inclusive language. | x |
| Evidence of ability to carry out business change from project conception to delivery, including business analysis and improvement methodologies to support organisational design.  | X |
| Able to successfully use and apply knowledge and experience of tools and techniques to work with others to solve organisational problems through the design and leadership of stakeholder workshops, use of appropriate data and analysis to support the development of digital solutions. To include the development and introduction of new initiatives and the ability to test digital solutions with clear end points and measurable outcomes. | X |
| Able to work effectively with a wide range of colleagues (and other stakeholders) across the Council and in partner organisations in related strategic support and operational activities, including planning, performance management, research, consultation, finance, HR, Legal etc. Strong influencing and negotiating skills to manage changes to work with services to develop processes that align with the needs of our residents and our digital ambitions. | X |
| Demonstrate understanding of key government policies and new legislation impacting on functions within the Council, leadership and organisational parameters of CBMDC and its partners. | X |
| Uses specialist knowledge of health, safety, and environmental policies, procedures, and regulations, including risk in own area and/or across other areas of work (inc legislation) |  |
| Uses a range of specialist ICT systems across own work area and or across other areas of work. | X |
| Uses, interprets, analyses, and communicates complex information from a variety of sources. | X |
| Due to the Governments fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced Threshold level which will be implemented where the post requires a greater level of sensitive interaction with the public,( e.g. in children’s centres) – where the person is able to demonstrate that they can during the interviews1. Express themselves fluently and spontaneously, almost effortlessly

Only the requirement to explain difficult concepts simply hinders a natural smooth flow of language | X |

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| **Relevant experience requirement: Essential for shortlisting** |
| Experience of operating at middle management level within a large multifunctional public service organisation, and in a service area relevant to the specific post. |
| Demonstrable experience of driving and digital change, supporting work groups and business change experience. |
| **Relevant professional qualifications requirement: Essential for shortlisting** |
| L5 – NQF Level 5 – Bachelors Degree, equivalent level or professional qualification in the relevant Sector or significant local government experience in the field of transformational change/customer service |
| **Core Employee competencies at manager level to be used at the interview stage.**  |
| **Carries Out Performance Management** – covers the employees capacity to manage their workload and carry out a number of specific tasks accurately to a high standard.  |
| **Communicates Effectively** - covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating, and persuading and handling private, confidential, and sensitive information. |
| **Carries Out Effective Decision Making** - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work. |
| **Undertakes Structured Problem Solving** **Activity** - covers a range of analytical skills required for gathering, collating, and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships.  |
| **Operates with Dignity and Respect** - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.  |

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| **Management Competencies: to be used at the interview stage.**  |
| **Operates with Strategic Awareness** Our managerswork with corporate priorities and policies in a joined up way with others, internally and externally. Works democratically, transparently, and accountably. |
| **Practices Appropriate Leadership** Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self interest for the sake of the team or service. They consider serving the District in all that they do. |
| **Delivering Successful Performance** Our managers monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the District’s vision & work to achieve Council’s values & agreed outcomes. |
| **Applying Project and Programme Management** Our manager’s work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources, and take a positive approach to contingency planning. |
| **Developing High Performing People and Teams** Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council’s values and goals. |
| **Working Conditions:**   |
| Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions.  |
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| **Special Conditions:**  |
| You will be informed if there is a requirement for the post to have recruitment checks such as DBS, Warner Process. |
| **Compiled by:****Joanne Conlon****Date: 27/05/2024** | **Grade Assessment Date:08/08/2024** | **Post Grade:****PO3** |