

Candidate Information Pack

Willoughby City Council Customer Experience Manager

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Links to other useful documents

[Annual Financial Statements 2020 – 2021](#)

[Annual Report 2020 – 2021](#)

[Community Strategy Plan: Our Future Willoughby 2028](#)

[Willoughby City Council Organisational Structure](#)

[Willoughby City Council Profile](#)

Advertisement

Manager Customer Experience

- Willoughby City Council
- Lead CX strategy and operational service delivery
- Deliver a strategic priority for Council

Willoughby City Council is a human-centred organisation with a progressive culture focused on continuous learning and high performance.

The City of Willoughby is known for its Chatswood retail and commercial district and transport hub, together with its regional performing arts complex at The Concourse. The St Leonards area is a vibrant education and health precinct which includes the Royal North Shore and private hospitals and ancillary health facilities. The area's thriving economy is complemented by a skilled workforce and attractive living environments with significant historic and natural areas, including native bushland, Lane Cove River, and the Middle Harbour estuary.

This unique opportunity brings together the leadership of the Council's customer experience strategy and customer service operations. You will be reporting directly to the Customer and Corporate Director and working with the leadership team to revolutionise customer experiences, using exceptional leadership and influencing skills to drive and embed enterprise-wide change programs that improve the lives of Willoughby City's residents, businesses, and visitors.

Your challenges in this role include developing and implementing an organisation-wide customer experience strategy and leading continuous improvement in customer service operations to bring to life the benefits of data, analytics, insights and technology to ensure customers are at the centre of decision-making across the organisation.

This is an exceptional opportunity for an executive who has successfully developed customer experience strategy and driven best practice customer service operations. Your ability to think innovatively, engage and influence stakeholders to create performance improvement opportunities and lead change will be essential to your success.

We encourage applications from talented leaders with relevant experience in large, complex service sectors, and government experience is not required.

Willoughby City Council welcomes and encourages applications from people with disability, Aboriginal and Torres Strait Islander people and people with diverse culture and linguistic backgrounds.

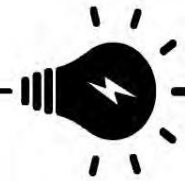
For more information and to apply, please go to www.derwentsearch.com.au and search "Willoughby" to download the Candidate Information Pack. Your application should include a cover letter highlighting your suitability and a resume. For further information, please contact Derwent at publicsector@derwentsearch.com.au and we will respond to your enquiries, or call Ali McCourt on 02 9223 1855

Application closing date: 29th May 2022

Corporate Direction and Values

At Willoughby City Council, all employees are to observe and commit to our Corporate Direction and Values.

INSPIRED PEOPLE INSPIRED PERFORMANCE



OUR PURPOSE

- Serve our community well
- Enhance our environment
- Facilitate the economy
- Wisely advise decision makers

OUR QUEST

To be a human centred, high performing team

OUR ASPIRATIONS

LEAD	LEARN	CARE	SHARE	DELIVER
Take personal responsibility	Create and take opportunities to learn and grow	Care for our communities and the environment	Team up and share our common purpose and path	Deliver the outcomes sought by the community and for the environment
Anticipate impacts and partner to solve	Seek advice and ideas to make wise decisions for now, and the future	Welcome and include; ensure safety for all	Share and celebrate knowledge, experience, ideas, and success	Make a difference; add value
Help and support others to grow; model behaviours	Experiment and innovate to solve issues; try new things; learn from failures	Respect and recognise others and their achievements; listen	Communicate in a respectful way and provide honest feedback	Provide appropriate, quality works and service
Demonstrate ethical behaviour and leadership	Step up to challenges; own and solve your problem	Exercise thoughtful and wise compassion	Be clear in direction and expectations, including behaviours	Provide the right resources and culture to deliver

About Willoughby City Council

Structure

Total Staff: 413 FTE

Total Operating Budget: \$120M

3 directorates:

1. **'PLACE'** Director

Planning & Infrastructure (Planning; Compliance; Environment; Design & Infrastructure; Works)

2. **'COMMUNITY'** Director

Community, Culture & Leisure (Culture & Leisure; Community Life; Media Marketing & Events including community and stakeholder engagement)

3. **'CUSTOMER'** Director

Customer & Corporate (Customer Experience; Strategic Property; Asset Management; Governance, Audit & Risk; Information Services; Financial Services; People & Culture)

Executive Leadership Team

The ELT structure consists of:

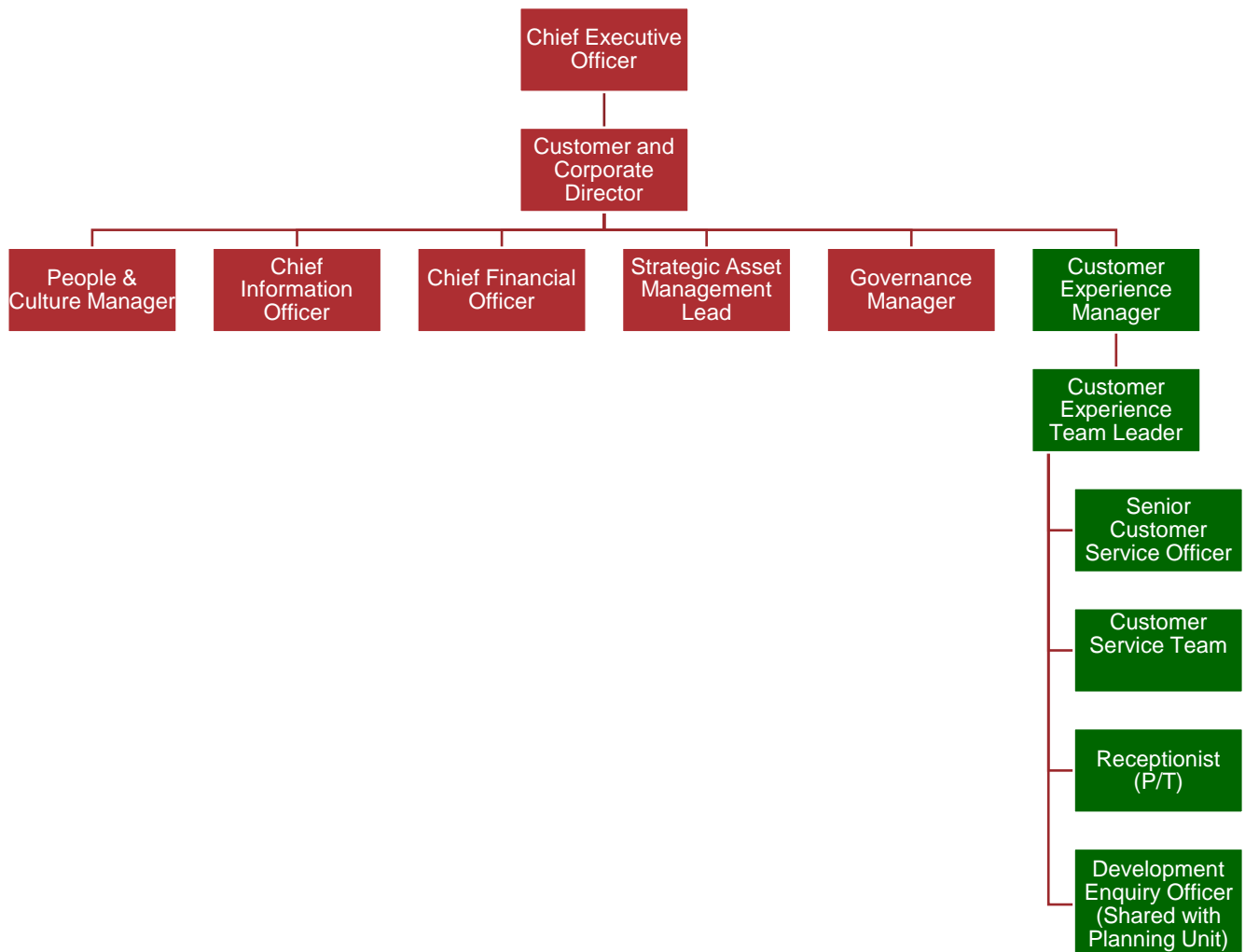
- Chief Executive Officer
- Customer and Corporate Director
- Community, Culture and Leisure Director
- Planning and Infrastructure Director

Two new senior leadership steering committees covering Performance and Customer/Stakeholders will be in place from 1 July 2022. These committees will include all of the ELT and selected senior leaders. The Customer Experience Manager will play a major role on the Customer/Stakeholder Committee as well as provide input into the Performance Committee.

Organisational Structure



Customer and Corporate Directorate – Customer Experience Team



Position Description

Directorate:	Customer & Corporate	Unit:	Customer Experience
Classification/Grade:	Leadership/Grade L	Hours of work:	35
Location:	Administration Building, Chatswood	Role Requirements:	N/A
Reports to:	Customer and Corporate Director	Date Created:	April 2022

Role Purpose

The Customer Experience Manager revolutionises customer experiences, using exceptional leadership and influencing skills to drive and embed enterprise-wide change programs addressing people, business and technology to improve the lives of Willoughby City's residents, businesses and visitors.

Key Outcomes for the Role

Strategic leadership

- Inspire, motivate, and coach colleagues at all levels to prioritise customer experiences, putting customers at the centre of decision-making throughout the organisation
- Contribute actively to strategic leadership of the organisation, developing functional and organisational strategy, policy, business and leadership practices, driving whole of enterprise outcomes
- Influence leaders to entrench tools, processes, skills, and social systems that build and embed customer experience management as a core, self-sustaining capability across diverse business units
- Develop and deliver compelling customer insights to spark better services and customer experiences, using a range of communication techniques, tailored to address the needs and preferences of diverse audiences
- Expand and embed the use of data and analytics to manage customer experiences, by coaching and mentoring managers, employees and stakeholders
- Lead research and analysis of other high-performing organisations, industries and technologies, and drive innovation to ensure Council's business practices are efficient and contemporary

Business unit leadership

- Lead the unit to be an exemplary high-performing team, where a culture of excellence sees performance objectives achieved and fosters an environment in which our people love to work and bring their best every day
- Provide clarity of purpose and expectations, resources, professional development, and direction to Customer Experience staff to enable their success
- Coach, mentor and empower others, effectively manage change, conflict and under-performance
- Undertake other initiatives, projects or tasks as directed and in line with the position-holder's skills, competence, and individual professional development goals.

Key Accountabilities of the Position

- Ensure safety is your first priority.
- Model energy and good self-awareness, ease with complexity and ambiguity, have deep intelligence networks and actively practise collaboration.
- Motivate and inspire peers, staff, stakeholders and customers.
- Effectively advocate to and work with key stakeholders to meet the objectives of Council.
- Work with the CEO and leaders across Council to advise, shape and drive the strategic direction, cultural changes and productivity of the organisation.

- Create an environment that actively promotes and supports innovation and stretches improvement.
- Ensure staff accountability and clarity around role and behaviours in order to meet objectives and expectations. Promote robust conversations, good performance management and career development for staff.
- Ensure delivery to the agreed time, quality and budget.

Essential Criteria

- Demonstrated experience driving a significant customer experience reform agenda across a complex and diverse business
- A track record of developing and delivering high-impact, ambitious and pragmatic policy and strategy
- Highly developed ability to influence others, including engaging a variety of stakeholders to achieve significant, enterprise-wide change
- Excellent interpersonal skills, demonstrated by an ability to communicate at all levels with clarity and precision (orally, written and presentational), and proven facilitation, influencing, negotiation, advocacy and problem-solving skills
- A track record of consistently leading high-performing teams, fostering significant measurable improvements in motivation, skills, engagement, teamwork, and cross-team collaboration
- Tertiary qualifications in a commercial, business, local government, capacity-building discipline, or other relevant area and/or extensive prior experience in a similar role

Desirable Criteria

- Experience working in an environment governed by a complex legislative framework

Contacts Arising from the Position:

Internal

Within Council

- Chief Executive
- Mayor & Councillors
- Directors
- Unit Managers
- All staff

External

- Members of the community
- Relevant industry representatives

The way we work

At Willoughby City Council, all employees are expected to commit to our Corporate Direction and Values (copy attached).

Organisational Responsibilities:

All employees have general organisational responsibilities. These include:

- Understanding and complying with the spirit and content of Council's Code of Conduct
- All our people are accountable for working in accordance with relevant Council policies and procedures (as varied) including, but not limited to Fraud and Corruption, Records Management and WH&S including as varied, changed or revoked by Council
- Complying with WHS responsibilities as set out in WHS Policy by being fully vaccinated against Covid-19, except where a medical contraindication certificate is provided.
- Comply with Council's ethical conduct, risk management and policy frameworks and fraud control plan.

The Application and Selection Process

COVID-19

In this dynamic and challenging environment, Derwent and Willoughby City Council are responding to changes to ensure the safety and equity for all applicants and stakeholders. Interviews will be held in accordance with NSW Health guidelines and may be appropriately conducted in person or by video conference. We are happy to discuss these in greater detail with potential candidates and ensure that we are protecting the health and safety of everyone we work with.

Willoughby City Council is committed to the health and wellbeing of our staff and those who interact with us. It is expected that if the successful applicant for this role can be safely vaccinated for COVID-19, they either are vaccinated, or will take the opportunity to do so at their earliest opportunity.

Candidate Care

We are committed to ensuring that potential applicants and candidates are treated respectfully and fairly. Derwent consultants are available to field inquiries and ensure that applicants are informed about developments as they become available. Candidates who are shortlisted and complete assessments including interviews will be offered a feedback session to discuss their experience and the assessment results.

Applications

Closing date: Sunday, 29th May 2022.

Applications:

All applications are to be received by Derwent. To apply, please go to www.derwentsearch.com.au and search the role title. Your application should include a resume and a cover letter highlighting your suitability.

Enquiries:

Contact Derwent by email publicsector@derwentsearch.com.au and we will reply with information and arrange a convenient time to speak as required. Derwent will maintain confidentiality with respect to contact by potential applicants.

Selection process

Derwent will conduct a review of applications for the Willoughby City Council to consider and select a candidate short list to attend an interview with the selection panel. The interview will reflect the Essential Requirements and Focus Capabilities provided in the Role Description.

Candidates may also be required to complete additional assessments such as a presentation, personality profile and cognitive ability assessments. Further information and sufficient notice regarding additional assessments will be provided, and reasonable adjustments will be provided for candidates with a disability.

Reference Checks

For candidates in final consideration, at least two referees will be contacted with permission before an offer is made. Any written references provided will also be checked and additional referees may be sought to further understand a candidate's merits for the role.

Pre-employment verification and background checks

Before an offer of employment is made the following checks will be undertaken:

- Academic Qualification Check
- Professional Membership Check
- Criminal History Check.

Thank you for your interest in Willoughby City Council