

Job Description and Person Specification

Resident Experience Designer

Job Details	
Grade	8
Service	Customer Services
Location	Agile
Job Evaluation Code	A5782

Coventry City Council Values
We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation: Open and fair: We are open, fair and transparent. Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be. Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing. Create and innovate: We embrace new ways of working to continuously improve the services we offer. Own and be accountable: We work together to make the right decisions and deliver the best services for our residents. Value and respect: We put diversity and inclusion at the heart of all we do.
Job Purpose
Working across organisational and sector boundaries, you will support the design and build of processes to efficiently meet the need of Residents and users through evaluation of the customer journey. You will work with project teams, services, partners, and customers to collect, clarify, and translate information and CX insight into documentation and conceptual design (using appropriate tools and models) from which IT solutions are estimated and developed in accordance with business priorities. You will collaboratively develop Resident User Experience (UX) measurement of end-to-end processes and production of a UX dashboard to allow the organisation to measure success and inform potential improvement activity. Progressing the Councils UX activity, you'll ensure that the Voice of the Resident (VoR) is embedded in everything we do, that we are transparent about performance and that we continually improve based on feedback.

Main Duties & Key Accountabilities

Working in cross functional teams to problem solve and design improved UX journeys through more efficient processes, greater adoption of technical solutions and a focus on benefits realisation in support of the One Coventry vision and the delivery of required service outcomes.

providing the data & insight necessary to inform problem solving and the design of UX journey's

- Identifying opportunities for end-to-end service delivery and working with colleagues/partners to ensure that attention is paid to realising

efficiencies both financially and in relation to Customer Effort (CE)

- Determining service alignment to support proactive service offers, working across organisational boundaries to create a cohesive and

effective journey. Working with REX colleagues agree standard range of analytics for to inform and determine prioritisation of wholesale

service reviews, alignment and proactive service offers

- Determining performance metrics and supporting VoR collection routes (including surveys, mystery shopping activity, creating organisational

user panels etc.) to test UX and inform/prioritise organisational change.

- Analysis of information to support the development of dashboards and the Cov Connects Framework to understand/track/monitor the UX

the adoption of new processes by services and to track benefits

- Capture business rules, functional requirements, and non-functional requirements through direct feedback and workshops etc. supporting CE delivery changes

- Liaising with website design to assess customer content and gather enquiry types
- Ongoing survey design, review and adaptation to maximise customer participation
- Support design of queue messaging to maximise customer take up
- Directing required data analysis and supporting the development of a data dashboard and/or a UX Framework to understand/track/monitor customer and business adoption and benefits
- Work with Insight colleagues to determine a strategic approach to the use of Coventry's Let's Talk platform and identifying appropriate platforms to meet the differing organisational requirements
- Build customer relationships through transparency and direct engagement, devising a 'you said, we did' approach to providing feedback on their suggestions and observations and proactively publishing progress to customers and the organisation as service design evolves and practical solutions are delivered.
- Creating user campaigns working with marketing / communications to encourage channel take up and ensure the website imagery is
- engaging. Create and maintain an annual calendar of activity across services and determine campaign/solutions to help manage demand.
- Identify cross-selling opportunities and work with technical experts to include in scripts and public messaging
- Work with Coaching Team to design and deliver training material for both the customer and internal users to support embedding of change and the provision of self-help routes. Support CS Designers to ensure knowledge transfer and documentation of new solutions
- Participate in the evaluation and benchmarking of services & solutions when required
- Undertake equality impact assessments and share learning

- Undertaking research with UX vendors and other organisations, to develop proposals surrounding the agenda and opportunities to share best practice
- Creating and delivering workshops, customer facing initiatives, events and presentations to progress the organisations UX agenda and ensure that the VoR is embedded in everything that we do
- Report to senior colleagues, stakeholders and elected members to illustrate change and where appropriate seek feedback on action
- Any other duties and responsibilities within the range of the salary grade

Key Relationships

External:	Residents, Focus Groups	Internal:	Directors, Heads of Service, Transformation Programme Managers, ICT analysts and technical design
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Standard Information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Training

The postholder must attend any training and undertake any development activities that are identified as mandatory/beneficial to their role.

Responsible for

N/A

Person Specification

Requirements

Knowledge	Customer Experience strategies including dynamic customer journey mapping, touchpoint analysis and channel design
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Knowledge	User-centred design principles, including design research/thinking and customer co-creation approaches
Knowledge	Knowledge of project management theories and principles
Knowledge	Process improvement methodologies and disciplines
Knowledge	Omni-channel performance measurement (metrics)
Knowledge	Software knowledge (Qualtrics, Medallia, SurveyMonkey) etc
Skills And Ability	Ability to identify process improvement opportunities and develop CX strategies
Skills And Ability	Customer journey mapping and touchpoint analysis expertise - Understanding of CX analytics solutions, including web, contact centre and VOC environments
Skills And Ability	Ability to manage complex projects and work across organisational boundaries
Skills And Ability	Ability to identify and complete suitable market and competitor research
Skills And Ability	Data driven and analytical with a commercial mindset - Strong analytical skills applied to understanding customer needs, business functionality and translating them into IT requirements
Skills And Ability	Ability to develop strong relationships with internal and external stakeholders - to listen to capture and bring to life other people's stories and to reflect differing perspectives into analytical summaries such as customer journeys
Skills And Ability	Ability to present complex data and information in an understandable format for a range of audiences
Skills And Ability	Strong communication, listening and empathy skills
Skills And Ability	Creative expertise in marketing design and campaigns
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Skills And Ability	Creative expertise in marketing design and campaigns
Skills And Ability	Able to identify opportunities for cross marketing and selling
Skills And Ability	Ability to define key success metrics, set performance goals and establish a basis for monitoring key performance indicators
Skills And Ability	Able to create and deliver learning regarding UX data and methodology
Skills And Ability	Problem solving

Skills And Ability	Strong organisational skills
Skills And Ability	Resilience and ability to adapt in a fast-paced environment
Skills And Ability	Ability to appropriately challenge outdated views and practises whilst engaging people in change initiatives.
Experience	Demonstratable experience of creating of Customer experience initiatives, designing queue messaging, website content and creating cohesive customer journeys.
Experience	Significant experience creating customer panels for engagement and maintaining relationships
Experience	Identifying cross-selling opportunities
Experience	Delivering User-centred design initiatives
Experience	Using channel design principles to inform process design
Qualification	Degree level / Relevant Customer Experience qualification
Special Requirements	N/A

Declaration			
Reviewed/Created By:			
Job Title:	Resident Experience Advisor	Date:	December 2021