

# Job Description and Person Specification

Role: Resident Experience Designer



## Job Description

<b>Job Title</b>	Resident Experience Designer
<b>Grade</b>	8
<b>Service</b>	Customer Services
<b>Reports to</b>	
<b>Location</b>	Agile
<b>Job Evaluation Code</b>	A5782



## About Coventry City Council

**Who we are:** At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

**Our aim is simple** – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

**Our 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:



## About the Service your team will provide

### Purpose of the role

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

### Core Knowledge

- Working in cross functional teams to problem solve and design improved UX journey's 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

## 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.

### Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

### Training

The postholder must attend any training that is identified as mandatory to their role.

## Responsible for:

### Staff managed by postholder:

N/A



## Person specification

<b>Job Evaluation Code</b>	A5782
<b>Knowledge</b>	
Customer Experience strategies including dynamic customer journey mapping, touchpoint analysis and channel design	
User-centred design principles, including design research/thinking and customer co-creation approaches	
Knowledge of project management theories and principles	
Process improvement methodologies and disciplines	
Omni-channel performance measurement (metrics)	
Software knowledge (Qualtrics, Medallia, SurveyMonkey) etc	
<b>Skills and Abilities</b>	
Ability to identify process improvement opportunities and develop CX strategies	
Customer journey mapping and touchpoint analysis expertise - Understanding of CX analytics solutions, including web, contact centre and VOC environments	
Ability to manage complex projects and work across organisational boundaries	
Ability to identify and complete suitable market and competitor research	
Data driven and analytical with a commercial mindset - Strong analytical skills applied to understanding customer needs, business functionality and translating them into IT requirements	
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	
Ability to present complex data and information in an understandable format for a range of audiences	
Strong communication, listening and empathy skills	
Creative expertise in marketing design and campaigns	
Able to identify opportunities for cross marketing and selling	
Ability to define key success metrics, set performance goals and establish a basis for monitoring key performance indicators	
Able to create and deliver learning regarding UX data and methodology	

Problem solving
Strong organisational skills
Resilience and ability to adapt in a fast-paced environment
Ability to appropriately challenge outdated views and practices whilst engaging people in change initiatives
<b>Experience</b>
Demonstratable experience of creating of Customer experience initiatives, designing queue messaging, website content and creating cohesive customer journeys.
Significant experience creating customer panels for engagement and maintaining relationships
Identifying cross-selling opportunities
Delivering User-centred design initiatives
Using channel design principles to inform process design
Significant experience of using Customer Experience tools including the wireframe development approach
<b>Qualifications</b>
Degree level / Relevant Customer Experience qualification
<b>Special Requirements</b>
N/A

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