

Job Title: Customer Insight Manager

Department	Customer and Local Services
Section	Customer Experience Team
Reports to	Head of Customer Experience
JE Ref	CLS1006
Grade	CS11
JE Date	03/08/22

Job purpose

Lead the development of the collection, analysis and use of customer feedback, customer and service data and insight across Government to identify improvements that need to be made to improve Islanders experiences of using our services.

Ensure processes are in place to provide evidence and for continuous improvement projects within CLS and act as the principal advocate for the collection and use of voice of the customer data and research across the whole of Government to drive the delivery of the Customer Strategy.

Devise and provide high quality training, coaching and mentoring in insight and research tools and methodologies to individuals in the Customer Experience team and other teams and departments across Government.

Job specific outcomes

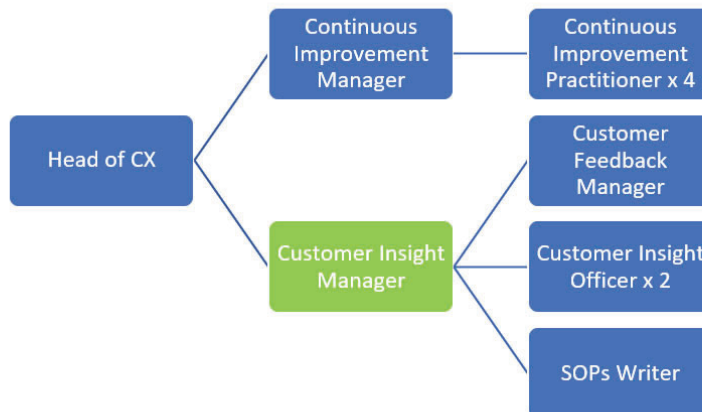
- Lead and manage the Customer Insight team, made up of two insight officers, the Customer Feedback Manager and one SOPs writer in the Customer and Local Services Department (CLS), guide their development and ensure targets and key deliverables are achieved on time and in budget.
- Act as CLS' subject matter expert and champion for utilising, embedding and developing methods for capturing and applying voice of the customer insight into service improvement projects. Ensure learnings are shared across CLS and wider Government.
- Provide expert advice and guidance to executives and senior managers on how best to apply insight tools and methodologies.
- Manage the use of insight and performance metrics to influence CX / CI business plan priorities
- Define best practice approaches for ongoing measurement of customer experience
- Lead on large scale insight projects that will have an impact on the customer experience

- Own and drive CLS recognition program - further expand current offering to become GoJ wide, driven by CLS owned insight
- Influence cross functional GoJ strategic CX improvements and initiatives, using insight and data led evidence and address complex organisational questions
- Identify MLA (maturity level assessment) of CX across GoJ and design and implement improvement plan / sharing of best practice in line with Customer Strategy
- Encourage adoption and consistent use of CX KPIs to inform service improvements
- Use insight to inform CX development program and ongoing CX related Learning and Development needs
- Liaise with a wide range of stakeholders including the general public, internal and external customers to ensure that the voice of the customer and voice of the business are heard and considered as key sources of information during project development and implementation.

Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

Organisational structure



Person Specification

Specific to the role

Proven ability to lead, manage and motivate a team as well as a wide cross-section of stakeholders at all organisational levels within projects.

Highly skilled in research and use of insight to influence business change - must have the ability to provide convincing rationale for contentious or complex change, diffuse potential conflicts or strongly held concerns / opposition to changes and encourage departments to work together for the benefit of the customer.

Possess highly developed research, communication, influencing, persuasion and negotiation skills, utilised with a wide range of stakeholders, at senior manager, Chief Officer and Ministerial level. This is both orally (including presentations) and in written form, in the context of potentially highly contentious change projects (e.g. achieving sign off for high impact / risk / cost process or organisational change).

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	<p>Educated to Degree or equivalent level.</p> <p>Ability to acquire a relevant management qualification at undergraduate level, such as Chartered Management Institute (CMI), backed up with experience in leading a team of researchers / analysts.</p> <p>Evidence / portfolio of ongoing professional and personal development</p>	<p>Hold an externally accredited research qualification</p>
Knowledge	<p>Highly developed specialist research knowledge underpinned by theory.</p>	<p>Wide knowledge of the CLS and GOJ services</p>
Technical / Work-based Skills	<p>Expert in a wide range of research and analysis techniques. Requires 3+ years' of leading on similar insight work.</p> <p>Highly developed problem analysis / solving skills, able to find solutions to complex problems to meet multiple stakeholders' expectations.</p>	

	Expert in analysing data, including trend, root cause analysis and use of associated IT tools to present / summarise findings in written reports or in presentations.	
General Skills/Attributes	<p>Excellent communication, influencing, negotiating and presentational skills.</p> <p>Possess strong research skills; able to elicit accurate Voice of Customer and Business data.</p> <p>Able to prioritise conflicting project demands and demonstrate rationale used.</p> <p>Highly developed leadership, mentoring / coaching and motivational skills.</p> <p>Highly organised with strong time management and project delivery skills.</p> <p>Strong knowledge of Microsoft Office applications</p>	
Experience	<p>Extensive and proven in-depth specialist experience of research and analysis. An expert in their field.</p> <p>At least three years' team leadership and management experience.</p>	

Core Accountabilities, Attributes and Behaviour Indicators

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities attributes and behaviour indicators.