

## Engagement and Customer Experience Officer

---

<b>Department:</b>	T&E	
<b>Section:</b>	Revenue Jersey	
<b>Reports to:</b>	Higher Tax Officer	
<b>JE Ref:</b>	STE1067	
<b>Grade:</b>	CS 9	<b>JE Date:</b> 23 <sup>rd</sup> May 2024

### Job purpose

Contribute to effective stakeholder engagement by providing communication planning, delivery, reporting and customer experience support services to the Revenue Jersey Transformation Programme and core business teams.

Provide public email campaign planning, creation, delivery and reporting. And work with the team to encourage and sustain positive employee engagement with change and build the teams reputation as professional trusted advisors.

Contribute to improving customers' experience and understanding of Revenue Jersey modernisation activities, through gathering, analysing and sharing customer insights.

### Job specific outcomes

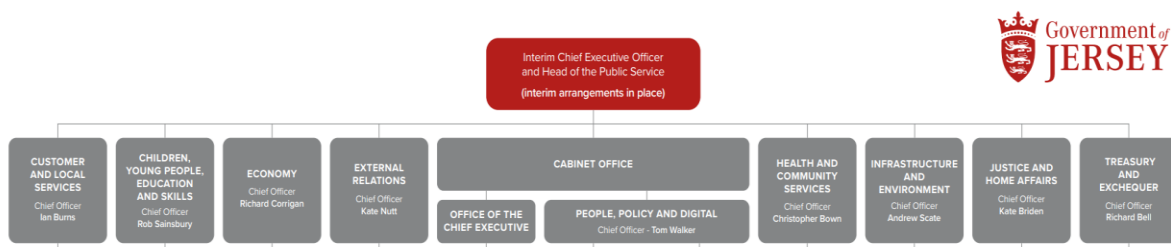
- Draft and edit copy for a range of communications including adverts, booklets, articles and emails following the government and Revenue Jersey writing guidelines.
- Develop strong positive relationships with colleagues and stakeholders in a way that demonstrates the Government values and behaviours.
- Act as a central contact point for email campaign service enquiries to ensure efficient and timely development and delivery of our email communications programme.
- Co-ordinate, draft, deliver and monitor multiple external email campaigns supporting a range of Revenue Jersey projects and initiatives that affect both the public and businesses to engage with and provide a positive experience of change to all stake holder groups.
- Provide regular reports to the project teams and business teams on email campaign statistics and customer feedback using reporting tools, to evaluate impact and outputs and inform customer experience improvement work.
- Draft, edit and secure approval of content for internal and external communications, following standardised processes and good practice to ensure the best possible impact from campaigns and effective use of resources.
- Ensuring we are safeguarding our customers' data and privacy by confirming with data and customer teams that mailing lists used, are compiled, and checked in compliance with agreed processes and data protection requirements.
- Make the relevant teams aware of customer email enquiries, comments, suggestions and complaints received from email campaigns to ensure timely responses to customer queries and allow teams to leverage customer insights.

- Assist the team in building and maintaining customer help repositories provided for the project teams to assist customer facing colleagues with answering questions consistently and efficiently.
- Support project team members with the drafting of written answers to customer questions and ensure that both the query is answered, and any new answers are 2 added to relevant staff, customer and support repositories.
- Support the team with customer research and analysis to obtain clear evidence-based understanding of the customer experience and inform future customer journey developments and improvements.
- Undertake a range of ad-hoc work as required on larger projects, change initiatives or key business activities including event planning and management, to contribute to the Revenue Jersey programme objectives.

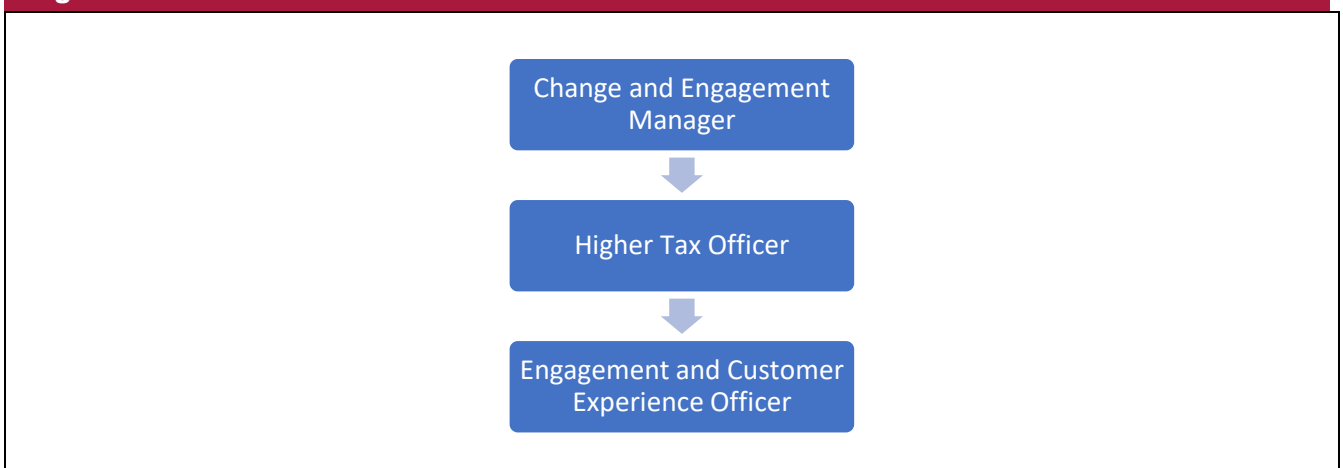
### Statutory responsibilities

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

### Organisational structure



### Organisation chart



## Person Specification

### Specific to the role

As an experienced, organised and numerate researcher with an excellent attention to detail, you will have previous experience of working in research, potentially within a customer focused and operational organisation, and have the ability to present stories based on the available insight in a clear, engaging and stimulating way.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Level 4 qualification (Diploma) in business change, customer insight or customer experience or equivalent level of experience.</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of Excel, including data analysis and report creation/automation, including knowledge of advanced formulas and pivot tables.</li> <li>• Knowledge of User Experience and root cause analysis methodology</li> <li>• Knowledge of CRM (Customer relationship management) email and social media management software.</li> </ul>	<ul style="list-style-type: none"> <li>• Practical knowledge of using other analytical tools, including statistical software e.g. Statistical Package for the Social Science</li> <li>• Knowledge of behavioural insight and behaviour change application</li> <li>• Knowledge of content creation and approval processes.</li> </ul>
<b>Technical / Work-based Skills</b>	<ul style="list-style-type: none"> <li>• Ability to carry out analysis and critical thinking e.g. factual, unbiased and objective evaluation of data.</li> <li>• Ability to interpret large amounts of data and to multi-task and move at pace</li> <li>• Able to make connections between different projects and seek out new tools and innovative ways of working</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness and understanding of a variety of available Organisational Research Methodologies (ORM).</li> <li>• Communication planning skills including brief campaign planning, audience segmentation and copywriting.</li> </ul>

	<ul style="list-style-type: none"> <li>• Able to make sense of complexity and tame it to produce information for multiple audience types</li> <li>• Ability to produce insight relevant to an operational business</li> <li>• Able to carry out both qualitative and quantitative research projects</li> </ul>	
<b>General Skills/Attributes</b>	<ul style="list-style-type: none"> <li>• Confidence in working with a range of stakeholders, including senior leaders</li> <li>• Passionate about customers with the drive and energy to get things delivered and to bring people with you on that journey</li> <li>• Tenacious and comfortable with change</li> <li>• Ability to build rapport in with internal and external stakeholders establishing credibility</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of conducting Research and customer service engagement projects, both large and small, determining key insights to inform target audiences.</li> </ul>	

## Personal Attributes

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 5 core accountabilities attributes and behaviour indicators.