**Position Description**

**CX Design Lead**

<table>
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<tr>
<th>Created: 20 February 2017</th>
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<tbody>
<tr>
<td>Group: Customer Strategy &amp; Regulation</td>
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<tr>
<td>Position number: 0039588</td>
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<tr>
<td>Manager’s title: Customer Experience Solutions Manager</td>
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<td>Status of PD: Draft</td>
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<tr>
<td>Does the employee need to drive a vehicle as part of the role? No</td>
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<td>Number of direct reports: 0</td>
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**Level of Role**

- ✓ Staff or Specialist
- □ Manager
- □ Manager once Removed

To be completed after evaluation by job evaluation coordinator only:

- Evaluated grade: ICE 2

**Section 1: Purpose and context**

**Purpose of the Position**

The Customer Experience Design Lead will drive customer centric approaches and solutions to meet customer needs, wants and values across all customer touchpoints, channels and journeys.
The structural context for the position

What are the direct and indirect (dotted line or staff-once-removed) reports to the position?

Not applicable

Section 2: Key accountabilities and outcomes/tasks

Leadership expectations

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Technical accountabilities

- Build and execute a customer experience/human centred design capability at Sydney Water to enable the uplift in capability and realise improvements in customer experience.
- Oversee and drive a portfolio of service design initiatives (strategic and tactical) that deliver on the Customer Experience strategic vision and customer promises.
- Ensure CX initiatives are delivered on time and budget.
- Lead the service/customer experience for Sydney Water's flagship customer experience initiatives, through concept, design and implementation.
- Direct and influence business teams on the right approach to research and design techniques for tactical customer experience initiatives.
- Build a deep understanding of customer needs, wants and values across customer segments and personas, and use these to design experiences for the customer.
- Develop service design artefacts including customer journey maps, service design blueprints and solution prototypes.
- Develop operating model artefacts to support service designs, including process maps, technology requirements (eg user stories) and organisation design (structure, role design).
- Facilitate collaborative design workshops with multi-disciplinary teams.
• Prepare and manage contracts for engagement of design and research specialists.
• Steer the definition and design of the desired customer experience across the organisation.
• Influence key stakeholders at all organisations levels, including the Executive, to build confidence in the new ways of working.
• Provide expert advice to proponents of CX Lab ideas, in terms of the initial proposal and pitch, and development of the idea into a solution concept.
• Provide expert assessments of solution feasibility and viability to support business cases for customer experience initiatives.
• Assist and support the CX Lab Council to define and prioritise the customer experience initiative pipeline.
• Lead communication and engagement activities that build organisational understanding of human-centred design methodologies and other customer-centric approaches.

Systems accountabilities

External vendor contract management

Process accountabilities

CX Lab governance framework

Internal working relationships

• Manage and prioritise Service Design initiatives with key stakeholders for the segments.
• Communicate regularly with key stakeholders and Customer Experience Improvement Manager to ensure that program objectives are understood and achieved.
• Provide inputs and updates on Service Design at Customer Experience Forum meetings
• Work with Digital Services in Sydney Water to communicate requirements for service design initiatives.
• Work with peers in the Customer Direction & Experience to ensure all teams are in sync.

Customers (external)

3rd party commercial/supplier partners e.g. consultancies

Impact of position

Contribution Spectrum

✓ Delivery  ☐ Operational  ✓ Tactical  ☐ Strategic

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Financial

Not applicable

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2 Delivery – deliver own output by following set procedures, or according to operational targets
Operational – Set and achieve objectives which has an impact on others
Tactical – Provide input into or develop new products or processes
Strategic – Establish and implement business strategies with a longer-term focus
Innovation

- Make/recommend minor changes
- Develop improved day to day processes
- Make major improvements or changes to ways of working
- Lead innovation and change

The CX Design Lead will be responsible for overseeing projects that will have a major impact on customers experience with Sydney Water. This may involve major changes/improvements to internal processes or ways of working.

Safety

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Section 3: Knowledge/skills/experience

- 7+ years’ experience in a customer experience design, business improvement or project / program management role
- Degree in business or related field, ideally with post graduate qualifications
- Experience in practicing Design Thinking in large scale organisations
- Strong knowledge of customer experience journeys and episodes and the ability to convert that knowledge into design solutions
- Knowledge of and experience with service design methodologies and their application balancing customer needs, commercial interests and technological constraints
- Knowledge and experience of product and service design, and complex service ecosystems
- Knowledge of delivery platforms and cutting edge technology developments

Desirable:

- Qualifications and experience in continuous improvement, and complex problem solving techniques

Additional notes:

- Self-starter who can deal with organisational ambiguity and knows how to create certainty, clear out ‘noise’ through prioritisation and deliver outcomes
- Collaborative and constructive with strong communication and stakeholder management skills
- Highly pro-active with exceptional integrity, professionalism, efficiency and accuracy
- Humility, willingness to learn, personal resilience and a genuine passion for achieving outcomes

Sydney Water expects all staff to do other projects and perform additional duties as required.
Appendix

People management accountabilities

Manager once Removed accountabilities

- Ensure consistency across the business unit and integrate the work of teams
- Provide subordinates once removed with someone to talk to if they feel they are not being treated fairly by their manager or if they want to appeal a decision made by their manager
- Ensure the quality of management for subordinates once removed
- Answer the question about future of the subordinates once removed by making a clear judgment of potential and providing feedback
- Build capability for future roles
- Plus manager and planning accountabilities below

Manager accountabilities

- Provide leadership to direct reports
- Ensure direct reports fully understand my role (as a manager), accountabilities and authorities
- Build and maintain a strong, two way, trusting working relationship with my staff based on achieving the business goals and enabling subordinates to work to their fullest potential
- Ensure my direct reports can answer key questions of:
  - Where are we going?
  - What is their work?
  - How their performance will be assessed?
- Set clear tasks by explaining the background to the work (context), the purpose, how much is required and to what quality, the resources available and the time
- Make accountabilities and authorities clear and ensure subordinates have the financial, people, and physical authorities needed to be able to achieve their work
- Set effective baseline conditions for productive work by completing important people management processes of selection, induction, contribution assessment and provide development for the position so staff can complete tasks effectively
- Ensure the team works in a way that each team member actively contributes to the decisions made and moves in a set direction with commitment
- Communicate with direct reports, in person about, change wherever possible
- Quickly address discomfort or tension so problems are resolved before they develop into conflict
- Lead culture change within your team
- Role model corporate behaviours and ethics
- Guide and support direct reports, so they are focused and connected to the Safe and Well Together vision and strategy
- Positively encourage and coach direct reports with respect to their Safe and Well Together visible Leadership behaviours
- Ensure accountability for Health, Safety and Wellbeing leadership is demonstrated through personal safety action plans
- Demonstrate commitment to being Safe & Well Together in meetings such as sharing lessons learned and Safety moments
- Participate in health, safety and wellbeing activities such as wellbeing support activities, Incident investigations, safety meetings, safety inductions and safety training.
- Plus planning accountabilities below
Planning accountabilities

- Ensure systems of work and processes are effective, that the structure of the team supports the work to be done and that work is aligned across members of my team
- Develop team business plans and ensuring effective execution of those plans
- Ensure work occurs at the right level and outcomes are delivered to the agreed requirements.
- Integrate work across team/s
- Apply Sydney Water policies and procedures consistently and fairly
- Communicate what is required for the business and why.

Signature behaviours

All staff are accountable for demonstrating Sydney Water’s signature behaviours of:

- Focus on solutions (Positive attitude, change ready, improvement and insight)
- Stand up and contribute (Participation, collaboration, courage and respect)
- Do what you say (Honesty, integrity, transparency and trust)
- Support and Encourage (Encouragement, communication, empathy and cooperation)
- Own the outcome (Ownership, accountability, results and accomplishment)