

## Job Description

<b>Job Title:</b>	<b>Group Head of Customer Insights and Experience</b>
<b>Reports to:</b>	<b>Continuous Improvement Director</b>
<b>Salary Range:</b>	<b>£50,000 to £60,000 per annum</b>
<b>Location:</b>	<b>Home based with UK wide travel</b>

### Purpose

Working within the Operational Support Service (OSS) the role of Group Head of Customer Experience will be the champion for both internal and external customers within Shaw Trust. You will use insight and data from a variety of sources to prioritise need and identify how we can improve customer experience through innovative, automated and continuous improvement initiatives.

Leading on defining the appropriate feedback mechanisms to survey end-to-end customer journeys; working collaboratively with OSS and operational colleagues to map customer journeys across the programmes and services we offer to gather insights to improve customer experience through informing co-creation of services.

Working closely with senior leaders across the organisation, to develop and implement an integrated user involvement and engagement strategy. You will collaborate with colleagues across the organisation to define customer needs, and your work will ensure that digital transformation is entirely customer-focused and brings about measurable improvements to customer experience.

Meeting and exceeding customer experience and user engagement expectations, outlined within the Shaw Trust Strategic Directive: Vision 2030 document.

### Main Duties and Responsibilities

1. Working collaboratively with relevant stakeholders to design and deliver the group user involvement and engagement strategy to ensure that the strategy can be utilised to inform the design and delivery of our programmes
2. Manage and develop a continuous monitoring methodology to include the capture, analysis and collation of business and stakeholder intelligence by means of desk based and field research, utilising a variety of approaches including focus groups, mystery shoppers etc. and through the conduct of stakeholder surveys

3. Build up a view of key customer requirements, drawing on customer insight and relevant expertise in the Operations and Central teams.
4. To facilitate a network of continuous improvement working groups enabling co-creation of services with contribution from all stakeholders inc. internal customers, commissioners and beneficiaries.
5. Provide pertinent information to the organisation to inform the development of customer journeys, and work with colleagues across the organisation to drive customer focus
6. Translate customer feedback in collaboration with operations and wider colleagues into improved business processes and technology requirements, and coordinate user experience design across relevant teams.
7. To lead on the development and management of the one Shaw Trust Complaints and feedback procedure, oversee service user complaints and feedback in line with the procedure.
8. Oversee the investigation and resolution of complaints by directing local investigations to deliver a timely and satisfactory response
9. Oversee the internal and external escalation of complaints to ensure the organisation has no risk of financial clawback e.g. to the DWP Independent Case Examiner (ICE)
10. Evaluate and analyse stakeholder feedback to identify trends and actions to further enhance the customer experience through continuous improvement
11. Support the organisations understanding of our performance by creating, measuring, and communicating appropriate KPIs with insight that allows for a continuous improvement approach to all we do.
12. Produce management information and reports relating to stakeholder feedback to provide deeper business intelligence insight to support informed service delivery improvements and understand stakeholder satisfaction
13. To ensure that all information and tools created are done so considering the accessibility requirements of our stakeholders, thereby ensuring that they are able to understand and contribute to insights and improvements.
14. Maintain and develop effective working relationships with third parties and partner organisations

15. Work closely with relevant senior managers to provide insight data to ensure successful delivery of customer-focused digital transformation, ensuring that it reflects service user's needs.
16. To utilise data from both internal and external sources to provide business insights, including the use of national and global market research to benchmark and assess the performance of Shaw Trust.
17. Contribute to the on-going improvement of Shaw Trust customer and user experience expertise, including mentoring and skills transfer to colleagues
18. Bring external best practice and perspectives, including customer and user experience trends from the sector and beyond
19. To manage the group customer experience financial budget, demonstrating a measurable benefit of expenditure to the operational areas of costs versus impact to customer experience.

## Other

1. Actively promote and strive towards the vision, mission, commitment, and values of the Shaw Trust Strategic Directive 2030, in all aspects of the job role.
2. To undertake any further training as identified in the Shaw Trust review procedures.
3. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
4. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
5. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.

6. To monitor, manage and escalate the 4 Principles of Fraud across the Shaw Trust Group and supply chain.
7. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to work within the guidelines of the policy. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
8. To maintain the confidentiality of beneficiaries, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
9. Be aware of, promote and implement Shaw Trust's Quality and Information Security Management Systems.
10. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
11. Recycle and manage energy within your environment.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

## Person Specification

### Job Title: Group Head of Customer Insight and Experience

(E = Essential D = Desirable)

SKILLS AND CORE COMPETENCIES
<b>Technical competency (qualifications and training)</b> <ul style="list-style-type: none"> <li>Demonstrable success in improving performance and quality to achieve and exceed contractual and organisational objectives <b>(E)</b></li> <li>Effective methods of engaging staff and customers in service improvement activities <b>(E)</b>.</li> <li>Knowledge of quality (e.g. ISO, Matrix etc .) audit and compliance requirements <b>(D)</b></li> <li>A degree in a relevant subject <b>(D)</b></li> <li>Professional marketing qualification or equivalent experience <b>(D)</b></li> <li>Member of a relevant professional body <b>(D)</b></li> </ul>
<b>Experience and Knowledge</b> <ul style="list-style-type: none"> <li>Significant experience in a position monitoring, managing, manipulating and drawing rich insights from qualitative and quantitative digital and customer behaviour and sentiment data <b>(E)</b></li> <li>Significant experience of working with senior leadership teams <b>(E)</b></li> <li>Proficient and experienced with marketing analytics data from both internal and external sources, user experience and user interface data <b>(E)</b></li> <li>Understanding of and experience using analytical concepts and techniques: hypothesis development, designing tests/experiments, analysing data, drawing conclusions, and developing rich and actionable insight. <b>(E)</b></li> <li>Working with and creating databases/ dashboards using all relevant data to inform decisions. <b>(E)</b></li> <li>Experience using analytics and insight techniques to contribute to the organisation's growth agenda, increasing revenue and other key outcomes. <b>(E)</b></li> <li>Demonstrable experience in engaging and collaborating with hard-to-reach client groups. <b>(E)</b></li> <li>Experience managing customer complaints and overseeing investigations and escalations e.g. DWP ICE cases <b>(E)</b></li> <li>Experience of developing and implementing stakeholder experience strategies <b>(E)</b></li> <li>Experience/knowledge of operational delivery within Welfare to Work, Children's Services, Justice, Skills <b>(D)</b></li> <li>Knowledge of quality assurance and service improvement approaches <b>(D)</b></li> <li>Good IT skills including MS Teams, Outlook, Powerpoint, Word and Excel <b>(E)</b></li> </ul>
<b>Skills and Attributes</b> <ul style="list-style-type: none"> <li>Ability to work flexibly to cope with the varying demands of the role and achieve desired results <b>(E)</b></li> <li>Strong problem solving, quantitative, qualitative, and analytical abilities. <b>(E)</b></li> <li>Strong ability to plan and manage numerous processes, people, and projects simultaneously. <b>(E)</b></li> <li>Excellent communication, collaboration and influencing skills. <b>(E)</b></li> <li>A motivational, flexible and problem solving approach. <b>(E)</b></li> <li>Demonstrable ability to produce work to high quality standards <b>(E)</b></li> </ul>

**Personal qualities, communicating and relating to others**

- Excellent interpersonal, communication and presentation skills demonstrating the ability to convey complex messages clearly **(E)**
- Engaging style that will facilitate continual dialogue with business users to uncover insight and improve the service **(E)**
- Skilled in negotiating and influencing discussions in complex and difficult areas to achieve desired results **(E)**
- Excellent organisational skills demonstrating ability to produce work to high quality standards **(E)**
- Ability to work on own initiative and within a team **(E)**
- Ability to learn quickly and a desire for continuous self-improvement **(E)**
- Positive and enthusiastic **(E)**
- Embraces change and drives continuous improvement **(E)**
- People centred in a commercial framework, takes accountability for results **(E)**
- Demonstrates a passion to further the charitable aims of the organisation and acts with integrity **(E)**
- Collaborates and unites with others behind the organisations mission **(E)**
- Provides a best in class service to all clients internal and external **(E)**

**Safeguarding**

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. **(E)**
- This post requires a Disclosure and Barring Service check at Enhanced level. **(E)**

**Other**

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. **(E)**
- Willingness to undertake frequent travel around sites in the UK, including occasional overnight stays. **(E)**