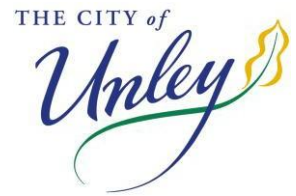


POSITION DESCRIPTION

CORPORATION OF THE CITY OF UNLEY



1. JOB IDENTIFICATION:

Title of Position: MANAGER CUSTOMER EXPERIENCE & COMMUNICATIONS

Business Unit: CUSTOMER EXPERIENCE & COMMUNICATIONS

Reports to: GENERAL MANAGER COMMUNITY & ORGANISATIONAL DEVELOPMENT

Classification: NEGOTIATED SALARY PACKAGE

2. POSITION OBJECTIVES:

The Manager Customer Experience & Communications is responsible for leading the design and delivery of exceptional customer experiences across all the touchpoints within our organisation, while leading the development and execution of internal and external communication and engagement strategies – aligned with the aspiration of the Community Plan Toward 2050 and Organisational Plan (*in development*).

As a member of the Senior Leadership Team, with responsibility for Community Support & Wellbeing (including the CHSP), Customer Experience, Community Safety (Regulatory Services) and Strategic Communications & Marketing, the Manager collaborates across Council to shape strategic direction and ensure that; our customers are at the heart of our business decisions, our services and initiatives deliver excellent customer experiences and strengthen our relationship with the community, our engagement methods are responsive to the changing needs of our customers and community and our communications are consistent, engaging and aligned with our strategy and values.

The Manager Customer Experience & Communications will:

- Provide strong leadership to the unit, fostering a culture that is outcomes-focused, responsive to community and customer needs, and builds staff capability to deliver high-impact customer and community outcomes.
- Plan, lead, and manage programs, services, and initiatives that bring the vision of the Community Plan Toward 2050 and Organisational Plan (*in development*) to life.
- Provide quality advice and strategic insight to Council and the Executive Leadership Team on key areas including City, Council and organisation reputation, customer experience, community engagement, community safety and wellbeing, and emerging customer trends.
- Champion continuous improvement, innovation, and service excellence across customer experience, communications & marketing, community

engagement, community safety, community support and wellbeing and customer service delivery models—ensuring services remain accessible, forward-thinking, enhance the City of Unley brand and reputation, and are attuned to evolving community and organisation needs.

- Work collaboratively with external partners, other councils, and internal teams to drive strategic planning and innovation, maximising opportunities to enhance the services we provide and the experience of our customers.
- Ensure services are compliant with legislative, policy, and funding frameworks, while consistently delivering meaningful and measurable outcomes for the community.

3. KEY RESPONSIBILITIES:

Leadership and Culture

- Lead, manage, and inspire multidisciplinary teams, creating a high-performance culture aligned with the City's Leadership Capability Profile, and focused on delivering impactful customer and community outcomes.
- Promote professional development, wellbeing, and capability-building among staff to strengthen service delivery, innovation and customer and community outcomes.
- Build and maintain strategic relationships with service providers, government agencies, and industry bodies.

Strategic Planning and Program Management

- Oversee the development, implementation, monitoring and review of strategic plans, policies, programs, initiatives and annual workplans that align with the Community Plan 2050 and Organisational Plan (*in development*) and respond to identified customer and community needs and aspirations.
- Actively pursue and manage external funding opportunities, ensuring compliance with funding agreements and reporting obligations.
- Monitor, evaluate, and report on program performance, ensuring objectives are met and continuous improvement is embedded.
- Oversee research initiatives relating to industry trends and leading practice to identify service gaps/opportunities and inform strategies, policies, service alignment, projects, and Council decision making.

Advice, Advocacy and Policy Development

- Identify emerging trends and provide evidence-based recommendations to inform policy and strategic direction.
- Provide high-level thought leadership, advice and evidence-based reports, proposals, and other documentation to Council, the Executive Leadership Team and key stakeholders on matters including City, Council and organisation reputation, brand and media management, customer

experience, community engagement, community safety, community support & wellbeing and emerging customer trends.

- Lead the development of an inclusive and transparent community engagement policy and strategies in accordance with Engagement Institute principles and core values.

Customer Experience, Service Design and Improvement

- Oversee the design, delivery, and continuous improvement of services across the business unit.
- Lead the development of a customer experience strategy, aligned with the Organisational Plan (*in development*) aspirations.
- Ensure services are proactive, accessible, inclusive, and responsive to diverse community needs.
- Lead the delivery of a customer-first culture, ensuring consistently high service standards and efficient, respectful resolution of customer inquiries and complaints.
- Actively identify, promote and implement opportunities to maximize community engagement in the development, review and provision of projects, programs and services.

Collaboration, Partnership and Advocacy

- Build and maintain strong relationships with key stakeholders including community organisations, government and non-government agencies, funding bodies, and other councils to enable strategic collaboration and advocacy.
- Represent Council in external forums and partnerships to influence policy, attract resources, and share best practices.
- Advocate for the needs of the City and its community as required.
- Actively participate in industry networks, opportunities and projects to promote, and return benefit to, the City of Unley.

Governance and Compliance

- Ensure all services and activities comply with relevant legislation, policies, funding agreements, and risk management frameworks.
- Manage budgets and resources effectively to achieve maximum impact and value for the community.
- Comply with Records Management and organisational policies and procedures.

Staff must comply with WHS and Return to Work SA legislation requirements and relevant WHS policies, procedures and safe work practices implemented by the City of Unley.

Key WHS Responsibilities:

- Actively support and contribute to the City of Unley's effective safety culture.
- Identify and report health and safety hazards, accidents, incidents, injuries and property damage within the workplace.
- Taking reasonable care to ensure their own safety and not placing others at risk, including appropriate use of equipment and PPE.
- Complying with the requirements of the City of Unley's WHS management system.
- Attending WHS training and following instructions and advice provided.

SAFE ENVIRONMENT:

- Comply with the City of Unley Safe Environment policy and all relevant policies and procedures.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that a child has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that an aged and/or vulnerable person has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Seek advice and support from your Team Leader, Manager or the People & Culture team if a notification is required.
- Advise your Team Leader, Manager or the People & Culture team if there is a change in your criminal history status and undertake a Department of Human Services Screening every three or five years (time frame is related to specific clearance type), unless more regular screening is required for legislative purposes.

EQUAL OPPORTUNITY EMPLOYMENT

Contribute to the promotion and adherence of the employee conduct standards and in particular Equal Opportunity by adhering to the provisions of relevant legislative requirements.

Actively support and contribute to the City of Unley's organisational values.

OUR VALUES





Better Together

Looks like ...

- Everyone matters
- Embrace diversity and difference
- Work as a team
- Collaborate with others
- Show care and support
- Share information and share the load
- Celebrate the wins, and the effort to get there



Be Progressive

Looks like ...

- Adapt, experiment and try new ways
- Be agile, open and take the right risks
- Seek new information & perspectives
- Learn and grow
- Embrace challenge and take action
- Shape the future



Strive for Excellence

Looks like ...

- Deliver our best work
- Set the benchmark high
- Be the best at getting better
- Reflect, evaluate and measure
- Achieve outstanding results
- Have pride in working for local government

4. PERFORMANCE AND SKILL REQUIREMENTS:

a) Qualifications/Experience

Essential

- Tertiary qualifications in human services, social sciences, marketing, communications or related fields - or extensive relevant experience.
- Previous experience in delivering one or more of the following: regulatory functions, community services, communications & marketing and/or customer service projects and initiatives.
- Demonstrated experience leading cultural and process change within a team or organisation.
- Experience in policy development and strategic planning.
- Experience in shaping a community engagement framework, chairing meetings, and liaising with diverse stakeholders.

NOTE: Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.

Desirable

- Leadership experience at a senior level within Local Government or public sector.
- Current C Class Driver's Licence.
- Experience in managing externally funded programs and services.

b) Knowledge

Essential

- An understanding of the role of Local Government in community support and wellbeing, customer experience, regulatory services and community engagement.
- A working knowledge of the Local Government Act 1999, and the use of By-laws, regulations, legislation, case law, policies and procedures as they relate to customer services.
- A working knowledge of the principles and practices of community support and wellbeing and community engagement.
- A working knowledge of the operating challenges of delivering services in the local government context.
- An understanding of funding arrangements relevant to local government, and community resources.
- An understanding of procurement and asset management principles and processes.
- Human resource, financial, and project management principles.

Desirable

- Governance frameworks, legislation, policies and trends relevant to community services and local government operations more broadly.

c) Skills

Essential

- Strong negotiation, influencing, and conflict resolution skills.
- Superior written and verbal communication skills, including public speaking.
- Grant and submission writing skills.
- Proven change management, project management, analytical, and financial management skills.
- Highly developed interpersonal skills with the ability to build collaborative partnerships.
- Proficiency in the use of digital technology, tools and systems, and emerging community engagement technologies.
- Effective organisation and time management skills.

d) Personal Attributes

Essential

- Authentic, self-aware, and values driven.
- Strategic, solutions-focused thinker with high accountability.
- Inclusive and empathetic leadership style.
- High resilience and adaptability to change.
- Commitment to continuous learning and improvement.
- Strong advocate for diversity, equity, inclusion, and reconciliation outcomes.
- Willingness and flexibility to work outside business hours when required.

e) Responsibilities

- Managing resources (financial, human and physical) to ensure activities and services are delivered to plan, within timeframes, of high quality and within budget.

f) People Management

- Demonstrated ability to lead, manage and develop people in order to manage work and resources across a range of complex projects and services.
- Proven ability to negotiate, motivate, develop and influence others towards common organisational outcomes.
- A commitment to ongoing professional development and continuous learning.
- An understanding of workforce and succession planning.

By signing this position description, the employee and the employee's manager agrees that it is an accurate reflection of the responsibilities and requirements of the position:

Incumbent:

Date:

Manager:

Date: