



Position Description – Customer Experience Advocate

Division	Engaged Community
Portfolio	Community Engagement and Experience
Business Unit	Customer Experience
Level	4
Reports To	Customer Experience Lead
Prescribed Position	No

Position Objective

Under the leadership of the Customer Experience Lead, the Customer Experience Advocate will support the delivery of our Customer Experience Strategy by strengthening how customer feedback and insights are captured, understood and used across the organisation.

The position will actively seek, collate and analyse customer feedback, Voice of the Customer insights and operational data to identify emerging trends, pain points and opportunities for improvement. Working with teams across the organisation, the role will help turn customer insights into practical actions that improve services, address recurring issues and support better outcomes for our community.

Key Responsibilities

- Work proactively with service areas to present customer insights, explain customer impacts and support practical improvements that move the organisation from reactive issue resolution to proactive service improvement.
- Seek, capture, collate and analyse customer feedback, survey results, Voice of the Customer insights and service request data to identify trends, pain points and improvement opportunities.
- Develop, maintain and coordinate CX documentation, user guides, knowledge management and customer response resources to support clear, consistent and accurate information across teams.
- Develop and maintain reporting on overdue customer requests to identify service bottlenecks, support decision making and highlight emerging issues before they escalate into complaints.
- Support complaint investigation, resolution and follow up by working with service areas to understand customer concerns, identify contributing factors and support fair, timely and customer-focused outcomes.
- Follow up with customers where required to better understand issues, clarify concerns and ensure the customer voice is accurately represented in improvement work.

- Track and analyse recurring customer themes, including delays, communication gaps and unclear processes, to identify root causes and recommend practical improvements to processes, systems, communication or service delivery.
- Work with service areas to explain customer issues, impacts and trends, and support understanding of why change or improvement is needed.
- Coordinate CX escalations by reviewing issues, working with content owners and supporting timely updates to improve information quality and customer response consistency.
- Work in partnership with the Senior Customer Contact Officer to support consistent customer responses, effective issue resolution and continuous improvement of customer facing information and processes.
- Champion customer experience principles across the organisation to support services that are effortless, delivered with care and aligned to customer expectations.
- Positively contribute to our constructive culture by living our values which guide decision making and delivery of outcomes for our community.
- Responsible for developing a risk aware culture by ensuring the implementation, maintenance and evaluation of risks within their areas of responsibility, in accordance with the Risk Management Framework.
- Take reasonable care for your own and others health and wellbeing in accordance with the Work Health & Safety Act 2012 and with Council's Work Health & Safety Managements Systems.
- Promote and maintain a child safe environment and take action as per Council's Children and Vulnerable Persons Policy.

Selection Criteria

Skills

- Ability to work autonomously under limited direction, apply initiative and make sound decisions within the scope of the role.
- Ability to gather, analyse and interpret customer feedback, complaint information and service request data to identify trends, themes and improvement opportunities.
- Strong problem-solving skills, including the ability to identify root causes, assess customer impacts and recommend practical improvements.
- Ability to prepare clear reports, summaries, customer-facing information and internal guidance that support consistent responses and decision making.
- Strong communication and interpersonal skills, including the ability to work with customers, service areas and internal stakeholders to understand issues, explain impacts and support resolution.
- Ability to support complaint investigation and resolution with professionalism, discretion and a fair, customer-focused approach.
- Strong attention to detail, including the ability to maintain accurate records and ensure information provided to teams and customers is clear and reliable.

- Ability to prioritise workload, manage competing priorities and respond effectively to emerging issues.
- Ability to work collaboratively across teams while constructively advocating for customers and improved service outcomes.
- Demonstrated behaviour consistent with the organisational values.

Knowledge

- Contemporary knowledge of best practice customer experience principals.
- Knowledge of survey design principles, including how to develop clear questions and feedback methods that support meaningful customer insights and service improvement.
- Broad understanding of the types of services Council delivers to the community.
- Advanced knowledge of Customer touchpoints, including request management processes and systems.
- Knowledge of corporate standards and their importance.
- Application of detailed knowledge of various business unit activities and work practices and the ability to develop operation policies, practices and guidelines.
- Understanding and appreciation of the Charles Sturt community as it relates to customer expectations and preferences.

Experience

- Demonstrated experience in a customer or stakeholder liaison role.
- Strong understanding of the corporate systems used in the delivery of services to customers (including Salesforce CRM, Technology One and Microsoft 365) is highly desirable.
- Experience in preparing, maintaining and improving operational reports and dashboards, including documenting reporting definitions, business rules and data requirements.
- Experience in delivering strong customer service outcomes and excellence in customer experience.
- Experience in supporting survey design, feedback collection and analysis to generate meaningful customer insights and identify opportunities for service improvement.
- Sound experience in statistical analysis and research skills, including listening, verbal and written communication (discussion papers and reports).
- Experience in the development of business requirements, functional specifications, process flows and other system related documentation.

Qualifications & Requirements

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| • A relevant office administration qualification and/or substantial experience in the delivery of customer service. | Essential |
| • Qualification, training or demonstrated capability in the use of survey platforms such as Qualtrics or similar systems to support customer feedback, collection, analysis and reporting | Desirable |
| • Relevant experience, training or qualification in customer experience, complaint handling, service improvement, business improvement or a related field. | Desirable |