



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title: Business Development Manager – Customer Strategy and Operations	Role Profile Number: CEN96
Grade: N	Date Prepared: April 2021
Directorate/Group: Operations	Reporting to: Head of Customer Strategy and Operations
Structure Chart attached:	No

Job Purpose

As the Business Development Manager for the Customer Strategy and Operations service, you will act as a lynchpin across the service by monitoring, maintaining and reviewing delivery against the service's vision and plans. You will be responsible for the analysis and interpretation of data relating to customer services, and will propose improvements to the Operations department ensuring that this leads to the delivery of excellent services and high customer satisfaction. You will make recommendations to the Head of Customer Strategy and Operations to ensure the delivery of high performing services that support the Council's vision, priorities and pledges.

Key Accountabilities

- Manage the ongoing monitoring, analysis and interpretation of customer data and make recommendations to improve customer satisfactions across the Operations department.
- Use insight and analysis of data to recommend appropriate interventions to the Operations leadership, whilst monitoring and reviewing implementation.
- Manage the monitoring of the delivery and actions underpinning the vision and business plans for the Customer Strategy and Operations service.
- Use data analytics methodology and techniques to ensure that Operations resources are allocated to provide the right quality and value for SBC and its customers.

- Manage the production and analysis of performance information across the service and to Corporate Management Team where required, specifically recommending proposals for improvement in the areas of customer service and complaints.
- Act as the council's expert in customer feedback and corporate complaints policy and performance, developing policy and establishing suitable procedures to deliver against our statutory requirements. This will also involve providing analysis and recommendations to Corporate Management Team on policy in this area.
- Manage all of SBC's LGO complaints and control the liaison with all statutory Ombudsmen in the role of Link Officer.
- Provide operational support to the Chief Operating Officer to ensure a successful partnership with the borough's parishes.
- Manage, maintain and control the council's Member Hotline process including regular direct liaison with elected Members, the Cabinet Office and political assistants.
- Assure delivery of service improvement projects, and ensure service plan priorities are implemented and undertaken, including reporting back to Head of Customer Strategy and Operations and Director of Operations as required.
- Project manage and control customer service improvement projects as and when required by the Director of Operations or Head of Customer Strategy and Operations.
- Identify and interpret a variety of policy implications across the Operations Department and highlight issues and risks to the leadership team.
- Act as a representative of the Customer Strategy and Operations service on other project groups and boards across the council.

Supplementary Accountabilities

- As a member of the Customer Strategy and Operations service management team, ensure that the organisation's health, safety, equality, diversity and inclusion policies are fully implemented at all times and in all aspects of service delivery and employment.
- As a member of the Customer Strategy and Operations management team, actively participating in any work or initiatives requiring cross team or cross organisational working
- Adopt a collaborative and supportive approach, maintaining up to date professional knowledge and providing advice and assistance to colleagues as required.
- To support the Head of Customer Strategy & Operations and the Director of Operations in preparing, writing Cabinet/Committee reports and briefings.

Knowledge & Experience

- Experienced of data analysis and performance monitoring in the public or private sector.
- A proven track record of delivering continuous improvement in customer focused services
- Knowledge and experience of complaints policy and statutory obligations in this area
- Knowledge of the council's case management system and associated line of business systems.
- Experience of dealing directly with elected members
- Experience of using ICT as an analytical and management tool.
- Able to work to tight deadlines and conflicting demands whilst demonstrating a strong commitment to quality, customer care and service delivery.
- Self-motivated and ability to make appropriate decisions using own initiative.
- Experience of work in partnership across teams, the wider organisation and external parties.
- Excellent listening, communication and interpersonal skills.

Qualifications

- Management qualification or compensatory experience in the field.

Decision Making

- Can make effective decisions quickly and will act on own initiative in order to resolve problems
- Shows creativity in using resources to deliver cost effective services
- Has proven results obtained through team work and individual effort
- Has corporate and political insight and consideration
- Accountable for the successful operational delivery of the services

Creativity and Innovation

- Reviews ways of working and identifies opportunities to improve the quality of work of the team
- Identifies creative solutions to Council wide issues and takes action to address them
- Shows creativity in using resources to deliver cost effective services, looking beyond the boundary of current service delivery
- Continually identifying, evaluating and implementing innovative new areas of partnership to maximise and enhance the benefits for the wider community

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • None <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Matrix supervision of project work as and when required 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>Personal IT assets</p>
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Contacts and Relationships

Working in a collaborative manner with Members, other directorates, external and internal customers, community members and other bodies that interact with this role.

Values and Behaviours

We strive to underpin our culture of being At our Best through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role

- Ability to lead a team providing clear direction and a motivational and inspirational environment for them to develop
- Team player capable of influencing and working within cross-functional teams
- Able to deal with ambiguity and the pace of change within local government, confidently making and standing by decisions in challenging situations and persisting with flexibility in the face of setbacks
- Having the confidence to speak out for what is best for Swindon, even when it is not easy to do so.
- Ability to make site visits throughout the Borough and attend meetings outside the Borough.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	