POSITION DESCRIPTION

POSITION TITLE:	DIGITAL EXPERIENCE (UX) DESIGNER
DIVISION:	CUSTOMER AND STRATEGY
DEPARTMENT:	CUSTOMER EXPERIENCE
SECTION:	DIGITAL AND PERFORMANCE
CLASSIFICATION:	BAND 7
LOCATION:	LOCATED WITHIN THE HUME MUNICIPALITY, PRESENTLY LOCATED AT BROADMEADOWS OFFICE
DATE:	JANUARY 2025

POSITION OBJECTIVES:

The Digital Experience (UX) Designer will play a key role in shaping exceptional digital customer experiences. The position will design intuitive, customer-centric digital interfaces and journeys, aligned with the CX Action Plan and community needs. By researching user behaviour, advocating for customer needs, and collaborating with stakeholders, it will drive improvements in accessibility, usability, and overall satisfaction with digital services.

The key objectives of the position are:

- Create intuitive and accessible digital interfaces and journeys to improve customer satisfaction.
- Ensure alignment between CX strategies and digital solutions, leveraging technology to create exceptional customer experiences and drive competitive advantage.
- Work with stakeholders, development teams, and subject matter experts to align digital solutions with business goals and advocate for the customer perspective.
- Identify and implement enhancements to digital experiences through self-service tools and process improvements.
- Enhance customer interactions and efficiency by identifying and implementing digital solutions to provide personalisation, automate routine tasks and ensure a seamless omnichannel support experience.
- Contribute to digital scalability efforts to accommodate the growing community without a proportional increase in resources.

KEY RESPONSIBILITIES AND DUTIES:

User Centred Design

- Conduct user research, including interviews, surveys, and usability testing, to understand customer needs and pain points.
- Create user personas, journey maps, wireframes, prototypes, and high-fidelity designs for digital solutions.
- Work closely with development teams, architects, and subject matter experts to design digital solutions that align with business objectives and improve customer experiences, while identifying and mitigating potential risks.

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- Support Team Leaders and Management in managing changes to business processes to improve the overall digital experience.

Project management for digital experience initiatives

- Collaborate with stakeholders to define project scope, objectives, and deliverables that enhance the digital customer experience.
- Develop comprehensive project plans, including timelines, milestones, and resource allocation to ensure successful digital CX initiatives.
- Conduct feasibility assessments and risk evaluations to identify potential project challenges in digital CX projects and develop mitigation strategies to ensure the success of digital CX projects.
- Proactively address issues and conflicts that arise during the project lifecycle and ensure positive customer experiences.
- Document Digital solution designs, including diagrams, workflows, and technical specifications to guide development teams and stakeholders.
- Collaborate with cross-functional teams to ensure data consistency and support informed decision-making.

Innovation and Continuous Improvement for digital customer experience

- Working with the Coordinator Customer Experience to implement continuous improvement initiatives that enhance digital solution performance and reliability.
- Manage CX-related change initiatives, providing data and insights to drive organisational improvements.
- Identify systemic issues, process improvements, and customer pain points, conducting root cause analysis and recommending solutions.
- Review and refine current practices to algin with the CX Action Plan and identify opportunities for digital self-service enhancements.

Customer service support for enhanced digital experiences

- Participate in meetings with managed service providers to help ensure systems and solutions effectively meet customer experience requirements.
- Analyse customer journeys and touchpoints to identify pain points and areas for improvement in the digital customer experience.
- Support and train the team in adopting new technologies through training and change management initiatives.

Communication and Stakeholder Management

- Communicate effectively with both external and internal customers including other Council staff to support and enhance the digital customer experience.
- Maintain strong communication and build effective relationships with internal customers to develop a sound knowledge and understanding of Council services and their impact on digital experiences.
- Maintain an understanding and knowledge of all Council services with an overall objective of promptly handling enquiries with a 'first contact resolution' mindset efficiently through digital channels.

ORGANISATIONAL RELATIONSHIPS:	
Reports to:	Coordinator Customer Experience
Supervises:	N/A
Internal Contacts:	Senior Management Customer Experience Information Technology Strategic Communications & Advocacy All staff
External Contacts:	Technology Partners

ORGANISATIONAL CONTEXT

VISION
Hume City Council will be recognised as a leader in achieving social, environmental, and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

MISSION
To enhance the social, economic, and environmental prosperity of our community through vision, leadership, excellence and inclusion.

OUR VALUES
At Hume City Council, our Values underpin everything that we do.

We're better, every day
We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.

We're in it together
At Hume, everyone matters. We welcome and include all. Respect and safety are expected.

We show up
We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.

All for Hume
We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.

WORK HEALTH & SAFETY (WHS)
Employees are required to participate in the WHS process by:
- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.

- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance. Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Waste & Sustainable team and Climate Action Integration team lead Council activities in this area, however all Council departments have a direct responsibility for implementing environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

HUMAN RIGHTS APPLICATION

As a public authority Council is legislated to act in ways that are compatible with human rights. The Charter of Human Rights and Responsibilities Act 2006 (Vic) provides a framework to guide decision making, to manage risks and to ensure the business of government is carried out in a balanced, transparent, and accountable way. As an employee of a public authority consideration of the human rights of all who Council aims to serve facilitates the improved provision of services, polices and strategies.

POLICE CHECK:

The incumbent must have and maintain a current Police Check

WORKING WITH CHILDREN CHECK:

The incumbent must have and maintain a current Working with Children Check ☐ YES ☒ NO

PRE-EMPLOYMENT MEDICAL CHECK

- The incumbent must undergo a Pre-Employment Medical Check ☐ YES ☒ NO
(including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.)
- The incumbent must undergo a Pre-Employment Audio Test ☐ YES ☒ NO

PSYCHOMETRIC ASSESSMENT

The incumbent must undergo a series of psychometric assessments ☐ YES ☒ NO
(Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position

OTHER DUTIES

Responsibilities and duties included in this position description are subject to the *Multi-skilling* provisions of the *Hume City Council Enterprise Agreement* as varied from time to time.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:
- Providing specialist advice on digital solutions, system improvements, and technology enhancements aligned with the CX Action Plan.
- Designing and implementing innovative digital experiences that enhance customer satisfaction and operational efficiency.
- Collaborating with CX Subject Matter Experts (SMEs) to translate business objectives into digital solutions.
- Supporting technology advancements and scalability to meet the needs of a growing community.
- Responsible for ensuring all actions and solutions comply with relevant regulations, policies, and procedures, with oversight and regular supervision.
- Researching and evaluating new technologies to recommend improvements for digital experiences.

JUDGEMENT AND DECISION MAKING:

The incumbent is accountable for:

- Accountable for assessing and evaluating the financial impact of digital customer experience initiatives, creating digital experiences using developed methods and techniques based on previous experience.
- Responsible for applying critical thinking and analysis to complex situations, assessing risks and opportunities to address challenges and make informed decisions. Guidance is not always available within the organisation.
- Applying process re-engineering techniques to enhance digital CX outcomes.

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Expertise in customer service software, CRM systems, contact centre platforms, and other omni-channel systems, applying theoretical knowledge to practical scenarios.
- Knowledge of digital experience platforms and industry best practices to align with the CX Action Plan.
- Thorough understanding of industry trends and best practices in digital customer experience, applying this knowledge to improve and develop methods and techniques and staying informed of any new industry requirements.
- Understanding of government legislation, policies, and standards to ensure compliance and alignment with organisational goals.
- Ability to implement CX Council policies and procedures relevant to operational requirements, ensuring alignment with the broader organisational goals.
- Possess extensive knowledge of customer experience management principles, focusing on leveraging technology and digital solutions to enhance customer interactions.

MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Demonstrate skills in managing time, setting priorities, planning and organising one's own work, and where appropriate that of other employees to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures
- Demonstrate the ability to conduct meetings to obtain agreement, resolve issues, and transfer knowledge in areas of responsibility with internal and external key stakeholders.
- Show the ability to self-motivate and work independently with minimal supervision once tasks are allocated and understood.
- Creates a culture of customer-centricity, collaboration, and continuous improvement, fostering a sense of ownership and dedication among team members.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Ability to gain cooperation and assistance from clients, the public, and colleagues in managing customer experience systems and initiatives.
- Effectively discuss digital solutions and customer experience improvements with employees across different functions.
- Highly developed project management skills to ensure cooperation and timely delivery of CX initiatives through effective teamwork, coordination, and clear written communication.

- Ability to motivate and develop employees
- Ability to proficiently resolve conflicts and achieve consensus among team members and stakeholders on customer experience projects and enhancements through effective verbal and written communication.

QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Holds a Tertiary degree in a design field or extensive experience.
- Proven experience in designing and managing digital customer experiences with a strong portfolio showcasing user-centred design and digital customer experience improvements.
- Proficiency in design tools such as Figma, Miro, Adobe XD, or similar for wireframing, prototyping, and design documentation.
- Ability to understand and analyse systems holistically, identifying misalignments and inefficiencies within processes, and implementing improvements to enhance the overall customer experience.
- Experience with digital experience software development methodologies (e.g., Agile, Scrum) and tools (e.g., JIRA, Confluence).

TASK ANALYSIS

In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights – above 10kgs	☐	☐	☐	☒
– below 10kgs	☐	☐	☒	☐
Manual handling frequency	☐	☐	☐	☒
Repetitive manual work	☐	☐	☐	☒
Repetitive bending/twisting	☐	☐	☐	☒
Repetitive kneeling/squatting	☐	☐	☐	☒
Working with arms above head	☐	☐	☐	☒
Lifting above shoulder height	☐	☐	☐	☒
Using hand tools – vibration/powered	☐	☐	☐	☒
Operating precision machinery	☐	☐	☐	☒
Close inspection work	☐	☐	☐	☒
Wearing hearing protection	☐	☐	☐	☒
Wearing eye protection	☐	☐	☐	☒
Wearing safety shoes/boots (steel cap) / gum boots	☐	☐	☐	☒
Wearing other relevant PPE	☐	☐	☒	☐
Working in dusty conditions	☐	☐	☐	☒
Working in wet/slippery conditions	☐	☐	☐	☒
Working with chemicals/solvents/detergents	☐	☐	☐	☒
Washing hands with soap (hygiene)	☐	☐	☒	☐
Working at heights	☐	☐	☐	☒
Working in confined spaces	☐	☐	☐	☒
Working in chillers (+4 degrees C)	☐	☐	☐	☒
Performing clerical duties	☐	☒	☐	☐
Working on a keyboard	☒	☐	☐	☐
Driving cars and/or trucks	☐	☐	☒	☐
Other (please specify)	☐	☐	☐	☒
Other special features (e.g. nature of chemicals, travelling requirements etc): XXXX				

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.

Name (Please print):	
Signature:	Date:

SELECTION CRITERIA:

Selection will be based on the following selection criteria; however, reference will also be made to other listed skills, knowledge, and attributes as required in the position description:

1. Tertiary degree in a design field or equivalent.
2. Extensive experience in these areas will also be considered.
3. Experience in project management and the use of digital platforms including developing and implementing systematic processes to enhance the digital customer experience.
4. In depth knowledge of CX Systems, including customer relationship management, voice of the customer, workforce optimisation and PABX/Telephony systems.
5. Highly developed interpersonal and communication skills both verbal and written, with the ability to engage a diverse range of stakeholders and develop, prepare, and present comprehensive reports.
6. Demonstrated experience in developing Management Information systems, including a strong focus on Microsoft Excel, MS Applications, Oracle, Power Bi, SQL, Java, Python along with system workflows and data governance.