

Position Description

Position Title	Service Improvement Knowledge Officer
Position Number	EME001
Directorate	Community Development
Business Unit/s	Customer and Communications
Reports to	Team Leader Service Improvement
Classification	Level 6 – Inside Work Agreement

Organisational Overview

The City of Stirling (the City) is located eight kilometres north of Perth’s central business district and covers an area of around 100 square kilometres from Scarborough, Trigg and North Beach in the west to Balga and Inglewood in the east, and from Beach Road in the north to Herdsman in the south.

The City is the largest local government by population in WA with over 243,000 residents. We provide more than 200 services to our thriving community, including recreation centres, libraries, home and community care, safety, and events.

The City has a workforce of around 1,400 people and a genuine commitment to invest in our employees to achieve an inclusive, diverse, engaged and capable workforce. The City is recognised for supporting work-life balance through a wide range of flexible work options and offering a range of policies and benefits to create opportunities and an enjoyable and fulfilling employment experience.

Organisational Vision, Mission Statement and Values

Vision

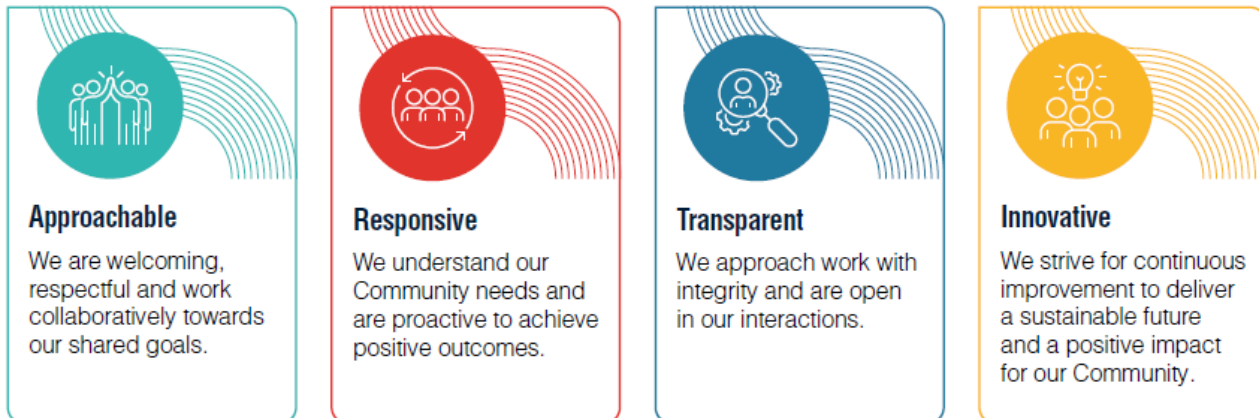
A sustainable City with a local focus.

Mission Statement

To serve our community by delivering efficient, responsive and sustainable service.

Values

The City of Stirling’s core values are:



Approachable

We are welcoming, respectful and work collaboratively towards our shared goals.

Responsive

We understand our Community needs and are proactive to achieve positive outcomes.

Transparent

We approach work with integrity and are open in our interactions.

Innovative

We strive for continuous improvement to deliver a sustainable future and a positive impact for our Community.

Reporting Relationships

This position reports to the Team Leader Service Improvement.

Position Overview

The Service Improvement Knowledge Officer is responsible for the content creation, management and ongoing quality control of the Customer Experience knowledge management system; effectively collaborating with team leaders and internal business units to embed consistent customer messaging, uplift staff capability and ensure knowledge needs inform future-state CX design and change.

The role is also responsible for utilising emerging technologies, working with ICT to support implementation of solutions that enhance knowledge creation, retrieval and user experience, that support smarter, more efficient frontline decision-making.

Position Objectives

Leadership

- Leads the adoption and successful use of knowledge management across the City, encouraging Business Unit ownership and development of knowledge articles to improve first contact resolution rates and customer experience.

Operational

- Manages Customer Experience’s central knowledge management system, including continuous improvement and development of associated content, processes, technology and supporting procedures.
- Maintains consistent knowledge and awareness of the City’s services and associated processes, particularly regarding enquiries managed via the Customer Experience Team.
- Receives, assesses and manages requests for the creation of knowledge articles and review of content updates.

- Practices effective knowledge management principles by defining article types and target audiences, and following article draft, publishing and archive processes, linking articles to Relationship Management System case types to improve search ability.
- Ensures knowledge articles are professionally written, meaningful and accurate, and are maintained to a high standard.
- Acts as the primary liaison between Customer Experience and Business Unit's to validate and approve knowledge content and ensure reviews are conducted within the agreed timeframes.
- Actively participates in cross-functional customer experience (CX) discussions, contributing insights on processes, change impacts and knowledge needs to support City-wide CX strategies.
- Monitors and assesses the quality, accuracy and behavioural use of knowledge content across the service area, ensuring adherence to established knowledge management standards and processes
- Analyses patterns of non-compliance in the usage of knowledge, gaps, and emerging needs, translating findings into actionable recommendations that improve operational consistency and customer experience outcomes.
- Partners with customer experience team leaders to embed practices that promote consistent customer messaging and supports staff capability uplift.
- Ensures knowledge article content aligns with information provided via the City's website and social media channels, liaising with web authors to address inconsistencies.
- Proactively and regularly communicates knowledge changes and updates through various channels to ensure accurate and timely advice is available.
- Provides support to the Customer Experience Team with knowledge assistance.
- Conducts surveying and trend analysis to gauge knowledge, understanding and skill gaps, and assists with training in knowledge management.
- Facilitates Customer Service team meetings in knowledge to share and gather information and feedback.
- Manages and maintains the ongoing development of the Customer Experience SharePoint sites.
- Reviews the process and scripting provided to the City's after-hours service provider and provides updates as appropriate in line with business process.

Continuous Improvement

- Acts as an advocate for proactive change to achieve consistent delivery of effective City-wide customer experiences and embed a customer centric culture.
- Works with Business Units to identify opportunities for future-state CX enhancements, ensuring knowledge management considerations are incorporated into design and change activities
- Acts as an advocate for digital tools and emerging AI capabilities and seeks opportunities that enhance knowledge creation, maintenance and retrieval.

- Leverages learning's and root-cause analysis to facilitate continuous improvement and improve internal understanding of customer needs to enhance performance.
- Assists with the development, review, implementation and evaluation of City-wide customer service improvement; and associated corporate policies, management practices, procedures and supporting systems.
- Collaborates and provides assistance to trial and implement new digital solutions, AI capabilities, tools and processes that improve the efficiency, accessibility and user experience of the knowledge ecosystem .

Corporate Responsibilities

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Observe all safe working practices and work as directed by your supervisor.
- Ensure that you take reasonable care to ensure your own safety and health at work and that of others.
- Takes responsibility for and actively promotes the importance of the City's Risk Management processes, encouraging others to apply it and achieve positive results from it throughout their work.
- Understand the principles of customer service and undertake duties and responsibility in accordance with the City's Customer Service Charter.
- Undertake duties and responsibilities in accordance with corporate policies, management practices and procedures and demonstrate expected behaviours aligned with the City's Code of Conduct.
- Undertake Community Engagement where required, to optimise trust, inform decision-making, share knowledge, and strengthen relationships with the community in accordance with the City's Community Engagement Policy.
- Perform other duties as directed.

Selection Criteria

Qualifications/Education Level	
Certificate IV in Business Administration or equivalent.	Essential
Knowledge, Skills, Experience & Abilities	
Demonstrated commitment to customer service excellence and continuous improvement	Essential
Experience writing and managing knowledge articles, including creation, review, publishing and quality control	Essential
Ability to construct clear, accurate, user-friendly and customer-centric knowledge content.	Essential
Strong written communication, presentation skills and attention to detail.	Essential
Ability to effectively engage, collaborate and advocate for knowledge improvement with stakeholders across multiple business units	Essential
Ability to analyse knowledge usage, identify gaps and make recommendations for improvement	Essential
High-level digital skills, including Microsoft Office and experience with digital tools that support knowledge management	Essential
Experience working in a customer service environment.	Essential
Ability to maintain up-to-date knowledge of City services, processes and procedures	Essential
Ability to work autonomously with initiative, as well as collaboratively within a team	Essential
Ability to prioritise effectively and work flexibly in a fast-paced environment	Essential
Ability to use insights, feedback and root-cause analysis to contribute to service and customer experience improvements	Essential
Previous experience using Salesforce and AI enabled features within digital tools	Desirable
Previous experience within local government	Desirable
Other	
National Police Clearance (under 3 months).	Essential

Office use only

Position Creation Date	Date	Officer	
Last reviewed/Modified	Date	Officer	Business Unit Manager Customer & Communications