

Customer Satisfaction & Communications Manager Position Description

Grade	6.2	Position number	
Employment type	Ongoing	Status	Full time
Division	Customer Engagement	Direct / indirect reports	2 / 0
Reports to	General Manager Customer Operations & Strategy		
Date approved			

About CenITex

Our Vision	To deliver customer focussed ICT services, that support a modern, agile and productive public sector
Our Purpose	CenITex is a key supplier of shared ICT infrastructure providing services and support needed to ensure our customers stay operating and connected 24/7.
Our Values	Our values are the foundation of our culture and guide how we work together: RESPECT, COURAGE, ACCOUNTABILITY, COLLABORATION, INITIATIVE

Division Summary

The Customer Engagement team builds and manages relationships with Departments and Agencies in the Victorian Public Sector. Engagement ranges from deep relationships with Departments to broad connection to public sector entities. The intent is to grow the impact of CenITex services across the Victorian Public Sector through providing reliable, easy to use contemporary technology which enables our customers to deliver the services the Victorian community needs and expects.

The Customer Engagement team builds a deep understanding of our customers and how government works and plans and develops the best value services to meet their needs. This team leads the rest of CenITex in the delivery of services to our customer.

Position Purpose

The purpose of this role is to develop and maintain communication and marketing strategies in support of new / enhanced services as well as overall CenITex brand. The position plays a key role in owning and ensuring that consistent, timely and seamless messaging reaches the relevant internal and external stakeholders.

The role also owns the measurement of customer satisfaction and the coordination of action planning across CenITex to drive improvements in service based on customer feedback.

Key Accountabilities

- Establish and maintain the overall communications and marketing initiatives and strategy for existing and new services.
- Deliver an efficient, cost-effective and customer focused marketing/communications service.
- Establish and maintain the CenITex brand and standards for communication, providing leadership and guidance for staff to ensure consistency of practice.
- Design and implement a social media plan for CenITex to drive higher impact and more timely messaging to current and prospective customers.
- Implement, manage and continually assess processes for monitoring and interacting with the media.
- Present new / enhanced services to Stakeholder Advisory Committee (SAC).
- Responsible for development of marketing collateral in support of new / enhanced service.
- Responsible for development and production of high level CenITex publications including the annual report and collateral for services and projects.
- Manage the annual customer satisfaction survey including ownership of reporting, stakeholder engagement and accountability for action plans pertaining to improvement.
- Maintain a knowledge base of industry communication and marketing. Research and review trends, methods, strategies and new technologies to ensure the highest level of service, always looking for new opportunities to innovate.
- Engage with vendors and other relevant stakeholders to ensure achievement of strategic communication objectives.

- Ensure publications relating to services are up to date and relevant.
- Lead customer and internal communications team.
- Coordinate and drive improvement communication plans / programs.
- Any other duties as reasonably directed by CenITex.

Key Selection Criteria

1. Specialist Expertise and Experience

Substantial knowledge and experience working in corporate communications in government / semi government and industry with expertise in product management and developing and implementing marketing plans for new and enhanced services.

2. Stakeholder Management and Influencing

Superior stakeholder management skills with the ability to credibly communicate, negotiate and influence strategic outcomes at the most senior level. Highly polished presenter able to influence audiences.

3. Analytical and Problem Solving Skills

Strong research and analytical skills with demonstrated experience in identifying, evaluating and perusing existing and emerging business opportunities.

4. Strategic Planning

Strategic thinker and commercially astute, with an ability to see the 'big picture' and deliver outcomes in accordance with strategic direction.

5. Service Excellence

Dedication to customer service with demonstrated experience in identifying, leading and implementing initiatives that deliver improved customer experience.

Education and Qualifications

- Postgraduate tertiary qualifications in relevant Communications field (e.g. Marketing, Public Relations, Journalism) and/or equivalent experience.

Skills & Competencies

- **Change Management** - Maintains and controls their work group so that it continues to perform over time in changing circumstances
- **Coaching** - Guides and helps others to develop the behaviours critical to the organisation's current and future success
- **Customer Focus** - Provides an end to end customer experience and meets the customer's expectations and needs
- **Innovative Decision-Making** - Makes effective decisions and innovations which make a step change in the performance of their work group.
- **Initiative** - Remains proactive and takes prompt action to accomplish goals
- **Operational Awareness** - Is attentive to the opportunities and threats to the organisation
- **Performance Management** - Ensures the appropriate performance of all direct reports over time
- **Planning and Organising** - Plans own and team's schedules and resources so that their work is completed by the required time.
- **Relationship Building** - Works with suppliers and staff outside their team to create relationships which achieve mutual goals and objectives
- **Results Orientation** - Continuously works towards the goal with high levels of effort to achieve it
- **Self-Development** - Understands own strengths and development areas, and takes action to continually improve behaviour in the work place over the long term
- **Team Work** - Relates with others in their team to achieve the work group's goals over time

Other Relevant Information

- This position description is an overview of the role; changes to the position should be expected reflecting changes in organisational goals and objectives, activities or job focus.
- Staff members must comply with policies, procedures, delegations, legislation and other obligations relevant to CenITex.

- In the area of OHS, all staff members are responsible for following reasonable instruction, cooperating with their employer, and at all times taking reasonable care for own health and safety and the health and safety of other people who may be affected by your conduct in the workplace.

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