

## General Manager Customer Operations & Strategy

## Position Description

<b>Grade</b>	7.2	<b>Position number</b>	
<b>Employment type</b>	Ongoing	<b>Status</b>	Full time
<b>Division</b>	Customer Engagement	<b>Direct / indirect reports</b>	4 / 11
<b>Reports to</b>	Director, Customer Engagement		
<b>Date approved</b>			

## About CenITex

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

### 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 customers.

### Position Purpose

This role is the engine room of Customer Engagement, setting the direction and running the business. It builds the roadmap for our service offerings and delivers new services against it. It ensures customer needs are being met through acting on customer feedback and building an effective communications and reporting framework. The role seeks new customers for CenITex services in the Victorian Public Sector to maximise the value and impact of government shared services.

This position promotes a customer-centric culture by ensuring the customer is at the centre of all activities.

### Key Accountabilities

- Evolving our customer strategy through the delivery of a contemporary service portfolio. This involves gathering market intelligence on industry trends, analysing customer strategies and determining CenITex response in terms of the services that CenITex provides.
- Running business operations for Customer Engagement. Establishing a streamlined business rhythm for the CenITex sales business, delivering accurate forecasts to enable timely resourcing.
- Customer satisfaction – defining the best measures, designing and running surveys and building plans to address identified shortcomings.
- Acquiring new customers - engaging with parts of the Victorian Public Sector CenITex does not currently provide services to. Building an awareness of our capabilities, generating an interest in engagement and bringing on new customers to drive the growth of CenITex and help lower our unit prices for all.
- Customer reporting – understanding exactly what reporting our customers would like to see and designing a portfolio of new highly professional looking reports.
- Customer Operations and Strategy team is accountable for strategic direction of new and enhanced catalogue services and ensuring the alignment of all services with customer needs and technology market directions. It manages the full product lifecycle of all CenITex services from inception to decommissioning.
- Developing strategic marketing plans for new and enhanced customer services to drive awareness across our customer base, highlighting the value CenITex provides.

- Market research to determine pricing range for new services to be built and the setting of final go to market prices in conjunction with Finance.
- Accountable for CenITex achieving the target set for acquiring new customers, both the number of new customers and associated revenue. This will involve engagement of sectors of government new to CenITex, involvement in events and forum and high degree of networking to get in front of the right people.
- As owner of the customer satisfaction for CenITex, this role is accountable for the result though leading a programme of improvement initiatives arising from a survey. The role is accountable for the accuracy of measures and process to derive them.
- Accountable for the delivery of accurate and timely forecasting to the PMO and Resource Manager to enable effective workforce planning. The role sets the rhythm of business operations in Customer Engagement which will cascade to all parts of CenITex.
- Provides authoritative advice and leadership to technology strategies across all CenITex customers.
- Leader by example of excellence in cross team collaboration directing significant numbers of resources to work in alignment with customer needs across CenITex.
- Owner of all external messaging to CenITex current and potential future customer base. Messages to ensure the Victorian Public Sector has a clear view of the role CenITex plays and how it adds value to the business of government.
- Owner of internal communications. This is vital channel for staff engagement. It will have a strong focus on connecting our staff to what is happening in our customers.
- Accountable for the production of the CenITex annual report. This entails gathering of information for all areas of the business, then editing and publishing to meet with legislative requirements.
- Accountable for customer satisfaction with CenITex reporting. To succeed, a clear understanding of customer needs is vital. These requirements then need to be met with an emphasis on elegant and impactful presentation.
- Provide inspirational leadership to virtual account teams to deliver on account strategies.
- Accountable for the Alignment & Engagement survey result for the Customer Operations and Strategy team.
- Any other duties as reasonably directed by CenITex.

### Key Selection Criteria

#### 1. Specialist Expertise and Experience

Substantial knowledge, capability and senior management experience leading customer strategy, service portfolio, business operations and acquisition of new customers, with strong recognition as a leader in field of work.

#### 2. Leadership Skills

Significant track record in developing and leading high performance teams, with proven ability to motivate, inspire and align teams to strategic priorities.

#### 3. Stakeholder Management and Influence

Superior stakeholder management skills with the ability to credibly communicate, negotiate and influence strategic outcomes at the most senior levels.

#### 4. Strategic Planning

Strategic thinker and commercially astute, with an ability to plan and deliver business outcomes that advance the long-term interests of an organisation.

#### 5. Change Leadership

Demonstrated experience initiating and championing complex changes that deliver customer-focussed services and return on investment.

### Education and Qualifications

- Postgraduate tertiary qualifications in ICT, Engineering or Business and/or equivalent experience.

### Skills & Competencies

- **Business Partnering** - Creates partnerships with stakeholders to achieve mutual objectives and strategy.
- **Change Leadership** - Creates and improves their work group so that it raises its performance 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.
- **Resource Management** - Manages all the equipment, materials, financials and human resources to meet the required output by the required time.
- **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.
- **Strategic Insight** - Is attentive to the opportunities and threats of factors external to the organisation.
- **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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