

Role Description

Customer Experience Manager



Cluster	Transport
Agency	Sydney Metro
Division/Branch/Unit	Operations, Customer & Place-making / Customer & Service Planning
Location	680 George Street, Sydney and other site locations
Classification/Grade/Band	Grade 9
Role Number	Various
ANZSCO Code	224999
PCAT Code	1221192
Date of Approval	August 2019
Agency Website	www.sydneymetro.info

Agency overview

Sydney Metro is leading Australia's biggest public transport infrastructure program, developing and delivering a new world-class metro railway system for Sydney.

As a new NSW Government statutory authority, Sydney Metro has been tasked with developing and delivering metro railways, and managing their operations. Sydney Metro also leads the development of vibrant station precincts to meet customer and community needs, transforming the way Sydney travels and helping shape the future of Australia's largest city.

Primary purpose of the role

The purpose of the role is to support the management and delivery of an easy and seamless experience for Sydney Metro customers by championing their needs, and managing the definition and planning of customer and product strategy requirements.

The role ensures customer-centred design is applied across an allocated project, and will continue to support and collaborate closely with other Sydney Metro projects to promote a customer centric culture across the wider organisation.

Key accountabilities

- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation
- Provide input into project design documentation, deliverables and management plans, communicating clearly and concisely the customer experience perspective in order to promote a customer-centric culture across all project activities and ensuring customer experience requirements are met
- Prepare consultant project briefs and associated documentation and manage engagement of specialist contractors

- Identify customer pain points / opportunities and help provide mitigation / implement improvements and drive change
- Provide actionable insights that help Sydney Metro make informed decisions, design and deliver an easy customer experience
- Identify, influence and drive internal and external key stakeholders responsible for delivering elements of the customer experience and assist and guide them on the Customer Centred Design approach towards the end state vision
- Participate in inter- and intra-agency working groups as required to support evidence collection and the decision making process, with a focus on customer.
- Establish effective and efficient systems to gather and report customer feedback and data to allow for informed decision making for project development and delivery
- Support customer advocacy for the needs of the customer across the Sydney Metro product using customer research and data gathered from multiple sources, including TfNSW, to ensure informed decision making at planning, development and delivery stages

Key challenges

- Working with a wide range of technical and operationally diverse people across the project, and influencing them to develop customer-focused solutions for business issues
- Influencing and persuading major stakeholders to undertake timely action to implement requirements and achieve desired outcomes
- Managing time and prioritise issues to meet deadlines in a complex environment

Key relationships

Who	Why
Internal	
Senior Manager, Customer Experience	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions • Provide regular updates on key projects, issues and priorities • Work cooperatively within a team, exchange information and assist other team members to achieve team objectives and work outcomes
Director Customer & Product	<ul style="list-style-type: none"> • Provide client side management of the customer experience for Metro City Stations • Represent the customer perspective when evaluating project options • Ensure customer-centred design is applied during the development of Metro City stations
Integrated project teams and wider Sydney Metro Office	<ul style="list-style-type: none"> • Build collaborative working relationships to ensure projects meet client needs and enhances customer experience
External	
TfNSW and other Transport Operating Agencies	<ul style="list-style-type: none"> • Build collaborative working relationships as part of the consultation process for customer strategies and negotiate and implement strategies into business solutions • Participate in meetings, forums, groups to represent agency and share information.

Who	Why
Key government agencies, contractors and service providers, local councils, property owners, neighbouring businesses and adjacent developers, interest groups, associations and other key external stakeholders	<ul style="list-style-type: none"> • Build collaborative working relationships • Participate in forums, groups to represent agency and share information

Role dimensions

Decision making

The role operates within the requirements of the agreed work plan and establishes operational priorities in consultation with the Senior Manager, Customer Experience. The position holder is expected to deliver assigned projects on time and at or below budget and is fully accountable for the quality, integrity and accuracy of expert advice provided.

Reporting line

Sydney Metro operates under a matrix reporting model across functional and implementation groups, or project work streams.

The role reports directly to the Senior Manager, Customer Experience. When contributing to project development the role will also have a dotted line relationship to the Director Customer & Product for the project.

Direct reports

The role has no direct reports

Budget/Expenditure

The budget/expenditure allocation for the role is to be confirmed

Essential requirements

Tertiary qualifications in marketing, business management or another relevant discipline
 Demonstrated experience in customer experience in a large commercial or government environment





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> • Promote a culture of quality customer service in the organisation • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design • Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Demonstrate Accountability	Adept	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that actions of self and others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Conduct and report on quality control audits • Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks
		<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects