Position Title	Project Lead – Customer Experience
Directorate	Customer and Information
Department/Business Unit	Customer Experience
Team	Customer Experience
Classification	Band 7
Date	October 2025
Reports to:	Manager Customer Experience
Supervises:	Nil
Internal Liaison:	• Departments • Managers and Executives across Council • Other Strategic Leads wthin the departments including Publications • Engagement and Visual Communications and Brand
External Liaison:	• Vendors and contractors for web design and development, • Graphic design, print production • Peers at other Councils • State government partners.

Position Objectives

Your primary purpose in this position is to:

- Undertake specific projects within the customer experience portfolio, that may be within the Customer Experience team or across the organisation.
- With specific projects identified and agreed with the Manager:
  - Focus on capturing benefits by undertaking pre- and post-intervention metrics
  - Ensuring advice and recommendations are based on robust evidence
  - Contribute to our data maturity
  - Seek opportunities to hear the voice of our customers and share these across Council
  - Have a customer-centric focus, looking for improved experiences, time savings and process efficiencies
  - Ensure we meet statutory obligations and comply with relevant policies
  - Maintain a high standard of data integrity and seek advice on privacy issues
- Use contemporary project management or workflow tools and keep good records of projects
- Develop and maintain strong working relationships across Council, to grow a culture of collaborative customer-centric practice

Key Selection Criteria

You need these **essential** qualifications (or experience), knowledge and skills to carry out this position

- A strong understanding of the services provided by local government and common organisational structures within the sector
- Demonstrated experience in making improvements to processes and systems of work
- Demonstrated understanding of relevant legislative and regulatory roles within local government, when policies or procedures may be amended while still meeting statutory compliance requirements
- Demonstrated success in forming productive and collaborative working relationships across diverse public sector or similar organisations, with a view to influencing others towards a project or strategic objective.
- Demonstrated experience in leading projects within a public sector or similar organisation.

The following will be **highly regarded**:

- Proficiency in using MS Project or similar project management software or workflow management tools
- Project management qualifications or experience

As part of the Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

☒   satisfactory (and ongoing) Working with Children's Check

☒   satisfactory (and ongoing) Police Check

Position Specific Responsibilities & Skills

In this position, you are responsible for:

Progressing identified priority Customer Experience projects to outcomes in a timely way	• Plan projects carefully, considering milestones and deadlines, resource requirements and decision/approval gates. • Provide regular updates to the Manager, convene relevant stakeholders and working groups. • Keep project plans up to date, maintain good records, document decisions and approvals. • Maintain a focus on customer-centricity, efficiency and service improvements. • Ensure projects progress within identified resources and escalate promptly if the project is at risk of not being delivered or requiring extra resources. • Maintain a risk register and keep it up to date. Ensure new or elevated risks are escalated to the attention of the Manager or other leaders, and that appropriate mitigations and controls are in place. • Complete project documentation for reporting and accountability purposes.
Contribute to a council culture of customer-centricity and cooperation	• Develop and maintain effective working relationships with internal and external stakeholders • Negotiate with influence, appreciating the competing priorities of other stakeholders • Grow awareness of a customer-centric approach, sharing expertise in customer-journey mapping and approaches to benefits capture.

Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	• Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Occupational Health and Safety	All employees have responsibilities to: • Take reasonable care of their own health and safety. • Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves.

	• Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace. • Report all incidents, injuries and near misses to their supervisor immediately and adhere to Council's occupational health, safety and return to work (RTW) policies and procedures. • Participate in health and safety training programs and initiatives.
Child Safety	• Comply with the organisation's Child Safety and Wellbeing Policy, Child Safe Code of Conduct and all other Council Child Safe Policies & Procedures • Demonstrate a commitment to child safety, equity, inclusion, and cultural safety, in line with Council policies and the Victorian Child Safe Standards. • Report any child safety concerns including breaches of Child Safe Code of Conduct in line with Council policies, the Reportable Conduct Scheme, and legal obligations.
Climate Change & Sustainability	• Help support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.
Compliance	• Remain mindful of the requirements of the Victorian Charter of Human Rights at all times • Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information. • Perform other duties as directed within the limits of acquired skills, knowledge, and training. • At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees. • At all times, comply with Council's Code of Conduct - Staff.

Diversity, inclusion and equity	• Demonstrate an understanding of and the ability to work with, diversity in the workplace, including:
	  o zero tolerance of racism and expectations that staff will act on incidents of racism
	  o supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.

Gender Equality	• Prevent and address violence against women and workplace sexual harassment, including by modelling acceptable behaviour, responding decisively to improper conduct and properly managing initial disclosures

Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

Working out of standard business hours

☒   Not required.

☐   This role may be subject to work related contact outside of normal business hours. (Refer to Working out of hours under position specific responsibilities.)

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Working independently – *ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy*		☐	☐	☒	☐

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
with respect to the work allocated to them by the supervisor					
Team based work – *works in a team of people and not exposed to isolation*		☐	☐	☒	☐
Communicating with others – Verbally		☐	☐	☒	☐
Communicating with others - Written		☐	☐	☒	☐
Focused Attention to task – *high levels of attention required to minimise errors and ensure accuracy*		☐	☐	☒	☐
Concentrating – *high levels of concentration required while completing required tasks*		☐	☐	☒	☐
Planning and sequencing tasks and activities		☐	☐	☒	☐
Decision making – *required to exercise sound decision making while completing all aspects of the position*		☐	☐	☒	☐
Problem solving *– requirement to develop sound solutions to novel or unusual problems arising during the course of the day*		☐	☐	☒	☐
Reasoning – *required to exercise sound reasoning while completing all aspects of the position within defined scope*		☐	☐	☒	☐
Judgement – *required to exercise sound judgement while completing all aspects of the position within defined scope*		☐	☐	☐	☒
Short and long-term memory recall *– ready access to documented procedures or precedents to perform requirements of the position*		☐	☐	☒	☐
Emotional resilience – *exposure to stressful situations including meeting specified deadlines and production demands, general workload demands, change beyond individual's personal control*		☐	☐	☒	☐
Interruptions – *frequency of interruptions to daily work plans and requirement to change work plans at short notice*		☐	☐	☒	☐

Physical Requirements

☐ This position requires more than 10% (on average) daily work rate of manual handling/physical exertion. [If this position requires ≥10% (on average) daily work rate of manual handling / physical exertion, a Task Analysis is then required to be established by an Occupational Therapist [OT] for further assessment (please contact the OHS Team for further information).]

☐ This position requires a vision test

☐ This position requires a hearing test

Note: To determine % of manual handling / physical exertion on average per working day.

7.6 hour day = 456 minutes. 10% of 456 minutes = 45.6 minutes per day.

8.00 hour day = 480 minutes. 10% of 480 minutes = 48.0 minutes per day.

8.44 hour day = 506 minutes. 10% of 506 minutes =50.6 minutes per day.

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – *stay in a seated position*		☐	☐	☒	☐
Standing – *standing in an upright position, moving less than 3 steps*		☐	☒	☐	☐
Walking – *In an upright position, moving more than 3 steps*		☐	☒	☐	☐
Crawling – *Move on the hands & knees or by dragging the body close to the ground*		☒	☐	☐	☐
Non-manual handling					
Crouch/squat – *To lower the body by bending forward from legs and spine, buttocks on or near the heels*		☒	☐	☐	☐
Kneeling – *To lower the body*		☒	☐	☐	☐
Bending – *To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds*		☒	☐	☐	☐
Reaching – *Extending arms out in any direction*		☒	☐	☐	☐
Twisting/trunk rotation – *Rotating the body to one side or the other without moving the feet*		☒	☐	☐	☐
Fine manipulation/pinch grip – *Fingers are on one side of the object and thumb on the other, typically without the object touching the palm*		☐	☐	☐	☒
Power/open hand grip – *Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended*		☐	☐	☒	☐
Writing/typing		☐	☐	☐	☒
Climb ladders		☒	☐	☐	☐
Climb or descend stairs		☒	☐	☐	☐
Low level work – *Performing manual handling actions at or near ground level*		☒	☐	☐	☐
Manual Handling					
Lift/Carry/Hold – *Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders*		☒	☐	☐	☐

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Pushing/Pulling – *Applying force to move something away or closer to one's self, including static positions*		☒	☐	☐	☐
Kilograms of force (kg.f) – *Amount of force or effort required to perform a specific task or part of a task*		☒	☐	☐	☐
Weight requirements – lift, carry, push, pull or hold					
1-5kg		☒	☐	☐	☐
5.1 – 10kg		☒	☐	☐	☐
10.1 – 15kg		☒	☐	☐	☐
15.1 – 20kg		☒	☐	☐	☐
Lift floor to hip		☒	☐	☐	☐
Lift waist to shoulder		☒	☐	☐	☐
Lift overhead		☒	☐	☐	☐
Pushing/pulling		☒	☐	☐	☐

Band descriptors *(as defined in Council's Enterprise Agreement)*

These descriptors help to classify the position:

Accountability and Extent of Authority

The position is directly held responsible for:

- The delivery of a comprehensive range of information and support to the organisation and municipality within corporate guidelines, with:
  - The freedom to act governed by policies, objectives, and budgets, agreed timeframes and service standards with a regular reporting mechanism to ensure achievement of goals,
  - Decisions and actions taken having a significant effect on the programs or projects being managed or on the public perception of the wider organisation
- Investigating, analysing, and creating policy, operational or technical options relating to Digital Communications with the freedom to act generally prescribed by a more senior position. The quality of the work can have a significant effect on the policies being developed.
- Liaising effectively with both internal and external stakeholders to achieve departmental goals and set
- objectives of the position, providing specialist advice to stakeholders with the freedom to act being subject to professional and regulatory review. Decisions made, or advice given may have a substantial impact on individual stakeholders or classes of stakeholders.

Judgement and Decision-Making Skills

Judgement and decision making is within the following scope:

Independently

- Apply effective problem solving and conflict resolution skills in a wide variety of situations, with capacity to make independent decisions that are based on specialised knowledge, applying methods, procedures and processes that are generally developed from theory or precedent.
- The problem-solving and conflict resolution processes come from the application of these established techniques to new situations.
- Identify and develop Digital Communications options and techniques for consideration by the Senior Coordinator or Manager.

With input from the Manager Customer Experience

- Decisions relating to expenditure require the approval of the Senior Media and Communications Coordinator.
- Where the incumbent's decisions will have a significant effect on the department or other business units.

Recommends and identifies to the Manager Customer Experience

- Solutions to unplanned issues, problems and issues that arise outside the decision-making parameters of the position.

Guidance

- Guidance is not always available within the organisation, especially on technical matters relating to web maintenance, development, upgrades and problem-solving.

Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the application of theoretical or scientific disciplines in the search for solutions to new Digital Communications problems and opportunities.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations, and of the legal and political context in which it operates
- Policy formulation, analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- Advanced skills in the use of MS Office Suite of products, as well as proficiency in Adobe Pro, Canva, Drupal CMS and other relevant Council programs / systems.
- The ability to quickly acquire new IT and digital technology skills and proficiency and to be a self-guided learner.

Management & Interpersonal skills

The essential position requirements include:

- Manage time, setting priorities, plan, and organise own work in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures.
- Demonstrated ability to work as an effective team member and work independently, as well as flexibility in work hours.
- Gain cooperation and assistance from stakeholders, members of the public and other employees in the administration of broadly defined activities.
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist matters and with other employees in their own organisation to resolve intra-organisational problems.
- Highly effective interpersonal and presentation skills incorporating excellent verbal and written communication, active listening, facilitation, liaison, and consultation skills, including the ability to write clear, concise, and well-structured reports to the relevant audience.

Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

Appendix
Core Capability Framework – Team Member

Greater Dandenong

Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.	• Demonstrates respect for the wide range of views and perspectives that are expressed in their teams • Contributes effectively to team meetings • Demonstrates commitment to team decisions • Demonstrates respect for other team members

Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.	• Is able to explain the relationship between own work activities and the goals and objectives of the team • Prioritises work based on the needs of the team • Shares relevant information as and when appropriate • Consistently does her/his share of the work

People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.	• Is active in identifying opportunities for ongoing growth and development • Seeks feedback with a view to personal and professional development • Looks for opportunities to grow skills and knowledge • Is proactive in managing own career development

Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves	• Incorporates key issues impacting the broader environment into the way they undertake their work • Responds flexibly to change • Shows resilience in times of change • Seeks support during times of uncertainty

Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control	• Demonstrates a willingness to take informed risks in solving client issues • Ensures tasks are consistently completed to the required standard • Responds promptly and appropriately to requests for service • Consistently follows established practices and procedures

Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards	• Is friendly and responsive to clients/customers • Strives to deliver quality client/customer outcomes • Deals with client/customer issues with concern and a sense of importance

Self-management

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others	- Accepts personal responsibility for outcomes within their control - Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience - Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement - Models Greater Dandenong's ethical and organisational standards - Acts decisively during times of ambiguity and pressure

Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered	- Actively participates in discussions and activities aimed at improving safety, health and wellbeing - Takes responsibility for the personal safety, health and wellbeing of self and immediate others - Supports and encourages colleagues to actively participate in safety, health and wellbeing initiatives

Council's REACH Values

Respectful
We respect and care about our community, each other and ourselves.
We act with integrity at all times and in all matters.
We take time to listen to and seek to understand the other point of view.
We strive to understand and respect the diversity of our community and our workplace.
We understand our role in the community and respect the responsibility that comes with

Engaged
We listen to our community and respond.
We work together with our community and each other, to achieve the best outcome.
We have the confidence to challenge the status quo, to reach for better outcomes.
We are action-oriented in identifying and responding to new challenges.

Accountable
We are proud of our city, our community and our achievements.
We spend our time and effort on solutions rather than looking for someone to blame.
We take responsibility for our actions.

Creative
We care about getting the best outcomes.
We constantly ask: What's the future and what's possible?
We have the courage to try new ideas.
We strive for excellence in everything we do.

Honest
We tell the truth, even when we know people may not want to hear it.
We form our opinions and give advice from sound, evidence based research.
We act with humility and apply the highest standards of ethical behaviour to everything we do.