



Position Details

Position title:	Customer Experience (CX) Improvement Lead
Award Classification:	Band 7
Department:	Customer Experience and Transformation
Division:	People and Experience
Date Approved:	April 2026
Approved By:	Chief Customer Officer

Organisational Relationships:

Reports To:	Head of Customer and Business Improvement
Supervises:	N/A
Internal Stakeholders:	Council Employees and Managers, Executive Team and Councillors
External Stakeholders:	Residents, members of the public, government representatives, Statutory Authorities, clients, suppliers, consultants and Contractors.

Position Objectives

- The Customer Experience Improvement Lead is responsible for developing and delivering initiatives that build capability and embed customer-first thinking across the organisation, ensuring alignment with the Customer Charter and Council Plan.
- The role will lead insight-driven improvements by championing the use of customer feedback across the business and developing key customer journey mapping to identify pain points. They will lead and support the delivery of agreed Improvement projects using a variety of tools, working collaboratively with business teams.
- The role will demonstrate impact by tracking, measuring and communicating the benefits of customer experience initiatives and improvements across the business through reporting and stories that demonstrate value to customers and the staff.



Key Responsibilities and Duties

- **Drive a Customer-Centric Culture:** Lead initiatives that embed customer-first thinking across the organisation, including designing and delivering training aligned with the Customer Charter and Council Plan.
- **Enhance Voice of Customer Programs:** Increase adoption of customer feedback data and implement “close the loop” processes for service recovery with actionable improvements.
- **Map and Improve Customer Journeys:** Facilitate co-design workshops to create clear, comprehensive journey maps for priority customer journeys that highlight pain points and internal handoffs and identify improvements opportunities.
- **Lead CX Improvement Projects:** Partner with business teams to lead and support delivery of agreed CX improvement initiatives, applying structured project management and change management principles.
- **Champion CX and Continuous Improvement Tools:** Develop and maintain resource and tools utilising a mix of customer experience and process improvement methodologies to build capability and support teams in solving problems and improving services.
- **Measure and Communicate Impact:** Produce reports and compelling stories that showcase the positive impact of Customer Experience initiatives, tracking progress and benefits to the organisation and our customers over time.
- Support the Customer Experience and Transformation team with a range of duties as required, which may include complaint escalations, councillor request management, customer request system support and training.

Accountability and Extent of Authority

- Freedom to act is governed by policies, objectives, and budgets, with a regular reporting mechanism, and/or prescribed by the role’s Supervisor, to ensure achievement of goals and objectives.
- Decisions and actions taken at this level may have a significant effect on the programs or projects being managed, or on the public perception of the wider organisation.
- Ensuring adherence to or operating in line with privacy, information security and relevant policy
- Contribute to the development of policy and management systems (electronic or otherwise).

Judgement and Decision Making

- Deliver customer focused outcomes for our customers and community.
- Use initiative, problem solve and demonstrate the resourcefulness to deliver the agreed program of work in a complex, customer-centric environment.



- Apply specialised methods and procedures based on established theory and precedent to make decisions, adapting them to new situations and determining when alternative approaches are required.
- Guidance is not always available within the organisation.

Specialist Skills and Knowledge

- Strong understanding of principles and practices that underpin excellent customer experience and service design.
- Well-developed project management skills, including planning, risk management, and stakeholder engagement.
- Ability to apply service design, human-centered design, and/or Lean principles pragmatically, balancing better practice with organisational realities and priorities to improve and focused on improving customer and employee experience
- Skilled in mapping end-to-end processes and customer journeys, and presenting them in clear, simple formats tailored for diverse audiences.
- Skilled in educating and supporting teams in the adoption of new processes and procedures.
- Maintain advanced knowledge of relevant software applications and tools to support reporting, analysis, and project delivery.
- Advanced skills and knowledge of Microsoft Office suite applications, particularly Outlook, Excel, Word and PowerPoint and familiarity with CX-related tools and platforms.
- Curiosity and enthusiasm for exploring and leveraging emerging practices and technologies (e.g., AI) to enhance customer and employee experience and optimise business processes.
- Demonstrated understanding of the organisation's long-term goals, values, and aspirations, as well as the legal and political context in which it operates.

Management Skills

- Working without direct supervision to deliver agreed projects and improvement initiatives.
- Accountable for the management of day-to-day workload and meeting deadlines.
- Ability to manage own time, set priorities, plan and organise own work, and where appropriate that of other employees, to achieve specific and set objectives efficiently, despite conflicting pressures.
- Ability to effectively manage multiple projects and priorities.
- Ability to work unsupervised to a high level of quality and completeness.
- Ensure issues are escalated as and where appropriate.

Interpersonal Skills

- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities.



- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems.
- Ability to motivate and develop employees.
- Ability to build strong working relationships with stakeholders and develop an understanding of the organisation's work to facilitate a partnership approach.
- High level of proficiency in written and verbal communication
- Commitment to the provision of high-quality service delivery.
- Demonstrated growth mindset with a willingness to learn, adapt, and collaborate across diverse teams

Qualifications and Experience

- Degree or diploma in customer experience and continuous improvement methodologies, such as service design, human centred design, Lean, Six Sigma, and some relevant experience or lesser formal qualifications with extensive relevant experience.
- Experience in local government or a similar complex service environment is desirable.

Child-Safe Standards

- Maintain a child safe culture at City of Port Phillip by understanding and activating your role in preventing, detecting, responding and reporting suspicions of child abuse to the relevant authorities by adhering to relevant City of Port Phillip policies and relevant legislation.

Occupational Health and Safety Responsibilities

- All employees of City of Port Phillip are responsible for maintaining and ensuring the OHS programs in their designated workplace as required by the Occupational Health and Safety Act 2004. Where applicable this includes taking every reasonably practicable step to ensure the health and safety of employees, contractors, visitors, and members of the public through identifying hazards, assessing risk, and developing effective controls within the area of responsibility and by adhering to relevant City of Port Phillip policies and legislation. Our leaders are responsible for championing and enhancing safety in our organisation.

Diversity and Equal Employment Opportunity

- The City of Port Phillip welcomes people from diverse backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, LGBTIQ+, people with disability, as diversity and inclusion drives our success. Our leaders are responsible for championing and enhancing diversity and inclusion in our Organisation and City.



Security Requirements and Professional Obligations

Pre-employment screening will apply to all appointments.

Prior to a formal letter of offer, preferred applicants will be asked to provide:

- Sufficient proof of their right to work in Australia
- Sufficient proof of their identity.
- Complete a National Police Check completed **via** City of Port Phillip's Provider.
- Evidence of a Working with Children Check (employee type with City of Port Phillip registered as the organisation).

Key Selection Criteria

- Demonstrated experience in leading Customer Experience improvement initiatives, including applying project management and change management principles to deliver sustainable outcomes in a fast-paced environment.
- Proven ability to apply service design, human-centered design, and/or continuous improvement methodologies (e.g., Lean, Six Sigma) in a flexible and pragmatic way to enhance customer journeys and business processes.
- Strong analytical and problem-solving skills, with the ability to interpret customer feedback and data to identify insights and translate them into actionable improvements.
- Highly developed stakeholder engagement and collaboration skills, with the ability to build strong partnerships across teams, listen for pain points, support co-creation of solutions and influence outcomes in a complex organisational environment.
- Excellent communication skills, including the ability to produce clear reports and compelling stories that demonstrate the impact of CX initiatives to diverse audiences.
- Demonstrated curiosity and enthusiasm for leveraging and exploring emerging and future ready practices and technologies (including AI) to improve customer experience and optimise business processes.

City of Port Phillip celebrates a vibrant and diverse work environment and community, which includes people of Aboriginal and/or Torres Strait Islander background, people of diverse sexual orientation and gender, people from culturally and linguistically diverse backgrounds and people of varied age, health, disability, socio-economic status, faith and spirituality. Employees are able to develop both professionally and personally whilst planning and delivering a range of important services and programs to the community.