

JOB ROLE STATEMENT

CUSTOMER EXPERIENCE ANALYTICS MANAGER LEVEL 6

DIRECTORATE STRATEGY AND COMMUNICATIONS
BRANCH STRATEGY

POSITION NO P0063092

KEY RESPONSIBILITIES

Develop, deliver and manage strategically important concepts and practices that improve Main Roads approach to customer experience. Manage all research and related projects that provide customer insights and deliver solutions that will guide and influence strategic and operational business decisions.

KEY DELIVERIES

Customer Research and Development

- Lead the development, review and implementation of plans and approaches for good practice customer experience across Main Roads in line with corporate direction and strategy.
- Manage all research that provides customer insights and deliver solutions that will influence and guide operational and strategic business decisions.
- Implement reviews and evaluate outcomes with a view to continually improving customer experience.
- Develop Key Performance Indicators (KPI's), that measure Main Roads' responsiveness to customer expectations and value creation including reporting on and providing specialist advice that will guide and influence performance in meeting customer expectations.
- Provide leadership and expertise with regards to customer research and analytics across the business.

Specialist Advice

- Provide specialist advice on the application and deployment of good customer research practices and procedures.
- Provide specialist advice on the analytics of Main Roads' effectiveness in achieving customer KPI's and meeting customer needs and expectations.
- Provide specialist advice on the analytics of customer trends and behaviour, and cascade the findings across Main Roads and Transport Portfolio in a timely and accurate manner.
- Collaborate with, and provide support to Strategic and Operational Communications teams and internal stakeholders for up-to-date customer approaches from which to, produce value added advice and direction, and cascade the findings and implications across Main Roads.

Leadership and Management

- Manage the gathering and analysis of customer insights across multiple channels.
- Collaborate with other agencies with regards to analytics methods and reporting on customer experience and insights.
- Manage the development and implementation of third-party contracts relating to customer research.
- Manage financial, technological, physical and other resources within agreed allocations to achieve agreed outcomes.
- Manage employee behaviour, performance and development.

Stakeholder Relationships

- Build and enhance professional relationships within Main Roads and broader agencies that impact on achieving transport outcomes.
- Build and enhance collaborative working relationships with Strategic and Operational Communication teams.

OCCUPATIONAL SAFETY, HEALTH AND WELLBEING (OSH&W)

Responsible for active participation and performance to OSH&W standards as detailed by the Main Roads' Safety, Health and Wellbeing (SH&W) Management System - refer to "SH&W Responsibility and Accountability Procedure" on 'iRoads' intranet.

LOCATION

Main Roads is a regionalised organisation with key delivery centres operating from the Kimberley to the Great Southern regions, including the metropolitan area. The incumbent of this position may be required to undertake a role in a region for a period of time.

DYNAMIC RESOURCING

The incumbent of the position may be required to perform any other role within the incumbent's level of skill, competence and responsibility as directed by the Managing Director of Main Roads to meet the organisation's objectives and the incumbent's development.

REPORTING RELATIONSHIPS

This position reports to:

(A) TITLE AND LEVEL
MANAGER STRATEGY

LEVEL 8

POSITION NO
P0062649

CUSTOMER EXPERIENCE ANALYTICS MANAGER LEVEL 6

POSITIONS UNDER DIRECT SUPERVISION

List the position numbers, titles and levels of positions directly supervised

TITLE and LEVEL	POSITION No
Research and Analytics Project Officer LEVEL 4	

ALL POSITIONS UNDER CONTROL

State number of positions only

CATEGORY	NUMBER
Salaried	1

TOTAL

1

SELECTION CRITERIA**ESSENTIAL:**

- Substantial skill, knowledge and experience in:
 - managing customer research and analytics for a large and complex organisation
 - delivering dependable business analytics through the application of models, metrics and measurement on the effectiveness of organisational customer management and customer segmentation profiling
 - building and enhancing stakeholder relationships
 - managing financial, technological, physical and other resources within agreed allocations to achieve agreed outcomes
 - managing employee behaviour, performance and development
- Knowledge of:
 - and understanding of multiple research methodologies, techniques and models
 - policies and practices on Occupational Safety and Health, and on EEO, diversity and equity

DESIRABLE:

- A Degree in Business Analytics or other related discipline.

CERTIFICATION

1. The details contained in this Job Role Statement have been reviewed and conform to Main Roads guidelines.

SIGNATURE

BRANCH/SECTION HEAD

DATE

23/12/16

2. The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

SIGNATURE

EXECUTIVE DIRECTOR

DATE

28/12/16

3. The details contained in this document have been reviewed and conform to Main Roads guidelines.

SIGNATURE

MANAGER HR BUSINESS

DATE

5/1/17