



# position description

POSITION TITLE	Customer Focus Officer
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2018 to 2021 Band 4
DIRECTORATE	City Growth, Engagement and People
BUSINESS UNIT	Communications, Marketing and Customer Focus
REPORTS TO	Customer Focus Coordinator
SUPERVISES	Nil
EMPLOYMENT STATUS	Part time
DATE	July 2021
EMPLOYEE NAME	

## ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

## POSITION OBJECTIVES

The Customer Focus Officer will assist in the effective operation of the organisation through the provision of accurate assistance and first time resolutions to both internal and external customers of council, in a “one stop shop” environment.

## ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

### **Reception/cashiering duties**

- Maximise first time resolutions for customers by providing accurate information in response to enquiries or referring enquiries to appropriate officers where required;
- Receive customers and visitors to the council in a prompt and courteous manner;
- Receipt and reconcile all payments to the city, including monies received in person and through the mail

*our values*

TRUST - RESPECT - INTEGRITY - LEARNING

*our mission*

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

system, in accordance with procedural guidelines;

- Balance cash drawers and run appropriate reports;
- Prepare, collate and file all banking reports and deposit advices on a daily basis in accordance with procedural guidelines;
- Ensure all visitors to the council are signed in as required and their arrival announced to the hosting council officer(s); and
- Accept carrier deliveries and promptly notify the appropriate business unit of arrival of the goods.

### **Contact centre duties**

- Effectively operate the customer service telephone line by:
- Answering all incoming telephone calls promptly, courteously, efficiently and in a manner that enhances the council's image, including during high volume or demanding situations;
- Maximise first time resolutions for customers by providing accurate information in response to enquiries or referring callers to appropriate officers where required;
- Lodging electronic customer requests for service to appropriate officers and providing progress advice to customers when requested;
- Maintain the call centre as communications officer in Emergency Situations;
- Handle online chat enquiries received via the council website; and
- Respond and action any incoming email, written or website enquiries received by the customer focus team.

### **General duties**

- Maintain a high level awareness of the council's operations, in order to provide first time resolutions and enable provision of accurate information to residents and service providers;
- Identify the needs of the customer, particularly with regard to the sensitivity of the enquiry and take the necessary steps to assist, or if required, appropriately refer the customer to the correct service provider or agency;
- Ensure a positive image of the council is promoted when dealing with both internal and external customers and liaise with the customer service team leader and other customer service officers as appropriate to ensure that the service delivery is effective and efficiently provided;
- Participate in the continuous improvement of customer service delivery, by providing input into policies and processes;
- Identify any shortfall in service delivery, and any difficulties pertaining to the delivery of service and inform and/or make recommendations to the customer service coordinator or team leader regarding improving/enhancing the service in question; and
- Participate in customer service delivery at outlying customer service locations as required.

### **Accountability and Extent of Authority**

- The effective, timely and first time resolution of all external and internal customer service enquiries;
- The accuracy of information provided in response to customer enquiries;
- Ensuring enquiries and service requests are dealt with in accordance with council policy and procedures;
- The accuracy of data input, financial transactions and clerical records (e.g. cashiering, banking);
- Ensuring contact centre calls, electronic mail, online and written requests are managed and responded to within council standard timeframes;
- Presenting a professional, neat, efficient and co-operative image to members of the public and staff including the wearing of corporate uniform (or agreed dress code) and name badge whilst at work and
- The freedom to act in this role is subject to close supervision and clear guidelines.

## COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

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You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust            Talk straight – Say what you mean and mean what you say

                    Create transparency – Do not withhold information unnecessarily or inappropriately

                    Right wrongs

                    Practice accountability – Take responsibility for results without excuses

                    Extend trust – Show a willingness to trust others, even when it involves a measure of risk

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Respect        Treat other people with courtesy, politeness and kindness, no matter what their position or opinion

                    Listen first – Seek to understand others before trying to diagnose, influence or prescribe

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Integrity      Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values

                    Keep confidences

                    Do what you say you will do to the best of your ability

                    Be open about mistakes

                    Speak of those that are absent only in a positive way

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Learning      Work together and learn from each other

                    Continuously improve and innovate

                    Be open to change

                    There is a high degree of responsibility for results – delivery without excuses

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## CAPABILITIES AND BEHAVIOURS

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Demonstrate competency in each of the 7 capabilities of an Officer, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability.

## JUDGEMENT AND DECISION-MAKING SKILLS

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- Be organised and prioritise daily and weekly activities.
- Determine appropriate action, perform tasks according to established practices and procedures and escalate issues appropriately.
- The objectives of the work are well defined, with the Customer Focus Officer requiring sound judgement

and decision making skills to select the particular method, technology, process or equipment to be used from the range of available alternatives;

- The work may involve solving problems, using procedures and guidelines, with the Customer Focus Officer applying professional or technical knowledge, or knowledge acquired through relevant experience;
- Problems are occasionally complex or technical, with the Customer Focus Officer requiring some creativity and originality to assist in the resolution of problems; and
- Guidance and advice would usually be available from the team or Customer Focus Coordinator within the time required to make decisions.

#### SPECIALIST KNOWLEDGE AND SKILLS

- Experienced in the use of IT systems and processes to foster business unit and workplace objectives;
- Understanding of the importance of good record keeping and the ability to effectively use Council's document management system;
- Demonstrated customer service and contact centre skills;
- Knowledge of local government and community services;
- Proficient computer keyboard and software skills, 45-55 wpm;
- Sound numeracy skills;
- An understanding of the Privacy Act and Freedom of Information Act requirements;
- The ability to recognise sensitive and/or potentially serious customer service problems and deal with these in an appropriate manner, including referring to a more senior Customer Focus Officer as required;
- The ability to be able to carry out duties within clearly defined job procedure and policy guidelines;
- The ability to work as part of a team to ensure the achievement of business unit goals, whilst maintaining personal responsibility for completing allocated tasks;
- The ability to identify and refer distressed or agitated clients, and/or resolution of more complex problems to experienced Customer Focus Officers;
- The ability to maintain confidentiality and privacy;
- Demonstrated courteous disposition and helpful and friendly demeanour; and
- The ability to accept and adapt to change and new operating policies and procedures.

#### MANAGEMENT SKILLS

- Good time management and the ability to prioritise tasks.
- Meet deadlines, as discussed with the supervisor.
- Receive and follow directions from a supervisor and seek workload management support when required.
- Be honest and transparent in all dealings, and report suspected fraud or corruption.
- Understand risk and consider it when performing work
- Take care of own safety and wellbeing and that of other staff, and follow OHS procedures.
- Report hazards, risks and behaviours that may not comply with organisational or legislative requirements.
- Manage own time effectively, and work to deadlines.
- Maintain personal hygiene and meet dress standards set for the position, including to wear any uniform and use any personal protective equipment prescribed for the position and particular work duties.
- Ability to manage own time, set priorities and plan and organise one's own work to achieve the team's goals.

## INTERPERSONAL SKILLS

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- Work cooperatively as part of a team.
- Maintain confidentiality as required.
- Document work according to established practices.
- Communicate effectively with other employees and external stakeholders.
- Gain cooperation and assistance from others (including other employees).
- Good verbal communication skills to communicate with clients, members of the public, and other employees, and enable the resolution of issues, problems and challenges;
- Good written communication skills to communicate with clients, members of the public, and other employees; and
- Ability to gain cooperation and assistance from clients, the public and other employees in the administration of well-defined activities.

## INFORMATION TECHNOLOGY SKILLS

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Be computer literate and have the ability to quickly learn and adopt software programs used by the organization relevant to the position.

## CUSTOMER SERVICE SKILLS

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Meet customer service expectations to:

- Be honest, ethical and professional.
- Be helpful and courteous.
- Listen with respect and understand the customer's issues.
- Meet commitments made.
- Keep the customer informed.
- Ensure that the customer understands what is being said.
- Apologise if a mistake is made and attempt to make it right.
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services.

## EMERGENCY MANAGEMENT DUTIES

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As and when required, assist in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community.

## QUALIFICATIONS AND EXPERIENCE

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- Certificate IV in customer engagement or business administration or a related field.
- Experience in a high volume customer service and/or contact centre team role.
- Experience in using electronic mail, the internet and Microsoft Office programs, including Word and Excel, social media and web based programs.
- Experience in handling cash and the use of computerised cash receipting systems.

## LICENCES AND MANDATORY REQUIREMENTS

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- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)

## EQUAL OPPORTUNITY EMPLOYER

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Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with equal opportunity and to eliminate all forms of discrimination.

## INHERENT REQUIREMENTS OF THE JOB

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For details of the inherent requirements of the job, please see Attachment 2.

## COGNITIVE JOB DEMANDS

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The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:

- Having difficult or uncomfortable conversations.
- Meet performance expectations.
- Working in a professional capacity within the work environment.
- Being willing and able to adapt to change.
- Demonstrating resilience under pressure, and in changing and challenging circumstances.

## KEY SELECTION CRITERIA

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1. Relevant qualification in customer engagement or business administration and experience in a high volume customer service and/or contact centre team role.
2. Good verbal and written communication skills to communicate with customers, staff and members of the public.
3. Well-developed computer skills and adaptability in using a variety of computerised systems.
4. Demonstrated sound judgement and decision making skills.

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Staff member signature

# People and performance framework

<b>CUSTOMER SERVICE AND COMMUNICATION</b>  Understanding and valuing our customer needs to make sure we provide quality customer service.		<b>BUILD AND ENHANCE RELATIONSHIPS</b>  Collaborating and working with our people and community.		<b>PLAN, ORGANISE AND DELIVER</b>  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
<b>FUTURE FOCUS</b>  Identifying ways we can do better and anticipating future opportunities.		<b>PEOPLE DEVELOPMENT</b>  Looking after the personal and professional growth of our people.		<b>MANAGE HEALTH AND WELLBEING</b>  Recognising the importance of staff health and wellbeing.	
		<b>SAFETY AND RISK MANAGEMENT</b>  Prioritising safe and ethical behaviour and decision-making in everything we do.			

## Customer Service and Communication

Demonstrates commitment to a high standard of service to customers and the community.	<ul style="list-style-type: none"> <li>• Is helpful, shows respect, courtesy and fairness with staff and customers</li> <li>• Demonstrates empathy and a willingness to assist</li> <li>• Communicates information clearly</li> <li>• Listens and asks questions to understand customer needs and point of view</li> <li>• Proactively seeks solutions and keeps customers informed of progress</li> <li>• Operates within council procedures and policies</li> <li>• Writes in a way that is logical and easy to follow</li> </ul>
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## Build and Enhance Relationships

Works co-operatively and effectively with others.	<ul style="list-style-type: none"> <li>• Demonstrates clear, open and honest communication</li> <li>• Works constructively to resolve conflict</li> <li>• Shows enthusiasm to help others</li> <li>• Listens and respects the value of different views, ideas and ways of working</li> <li>• Builds and sustains positive relationships with staff and customers</li> <li>• Actively participates in team and other activities</li> <li>• Keeps others informed and seeks clarification when required</li> </ul>
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## Plan, Organise, Deliver

Organises and prioritises own work to meet work commitments.	<ul style="list-style-type: none"> <li>• Demonstrates effective use of time and resources to meet expectations and achieve outcomes</li> <li>• Understands what is required of the role and how this contributes to team priorities</li> <li>• Keeps appropriate people informed on progress of tasks and projects</li> <li>• Seeks information when required, demonstrates initiative</li> <li>• Undertakes to complete all tasks with a positive, can-do attitude</li> </ul>
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Future Focus	
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<p>Looks for improvements and is adaptable to change.</p>	<ul style="list-style-type: none"> <li>• Understands council vision and purpose and how their role fits in</li> <li>• Is willing to adapt to changing processes, systems, technology and environments</li> <li>• Looks for improvements and better ways of doing things</li> <li>• Seeks support and clarification when required</li> </ul>
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People Development	
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<p>Welcomes opportunities for learning and self-development.</p>	<ul style="list-style-type: none"> <li>• Displays council values</li> <li>• Reflects upon own performance</li> <li>• Seeks and acts upon feedback</li> <li>• Sets goals for personal and professional development</li> <li>• Finds ways to learn and improve in the completion of day-to-day tasks</li> <li>• Takes responsibility for own work and meeting job requirements</li> </ul>
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Manage Health and Wellbeing	
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<p>Takes responsibility for self-care and managing work-life balance.</p>	<ul style="list-style-type: none"> <li>• Demonstrates effective time management and prioritising of tasks</li> <li>• Is aware of, controls and expresses their own emotions appropriately</li> <li>• Recognises when support is needed</li> <li>• Accepts responsibility for their own actions and outcomes</li> <li>• Is aware of the importance of self-care</li> </ul>
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Safety and Risk Management	
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<p>Takes responsibility for personal actions and reports safety and compliance concerns.</p>	<ul style="list-style-type: none"> <li>• Remains vigilant in ensuring a safe working environment for self and others</li> <li>• Is aware of risk and takes action to prevent problems</li> <li>• Reports hazards, incidents (including near misses) and compliance concerns in a timely way</li> <li>• Understands the importance of honesty and transparency</li> <li>• Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets</li> <li>• Complies with policies and procedures</li> </ul>
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ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Customer care and general duties	Face to face or phone interaction with customers and other office based operations	<ul style="list-style-type: none"> <li>Liaison with the general public</li> <li>Liaison with staff of all levels</li> <li>Computer use</li> <li>Phone use</li> <li>Use of multiple computer systems</li> <li>Data entry</li> <li>Money handling</li> <li>Record maintenance (online and paper based)</li> <li>Delivery acceptance</li> <li>Attendance at meetings</li> <li>Providing input to policy and processes</li> <li>Dealing with difficult behaviours</li> </ul>	Sitting				X
			Standing			X	
			Walking			X	
			Lifting < 10kgs	X			
			Carrying	X			
			Pushing	X			
			Pulling	X			
			Climbing	X			
			Bending			X	
			Twisting			X	
			Squatting		X		
			Kneeling	X			
			Reaching			X	
			Fine motor				X
			Neck postures				X
			Accepting instructions				X
			Providing instructions				X
			Sustained concentration				X
			Major decision making			X	
			Intermediate problem solving				X
			Supervision of others				
			Interaction with others				X
			Exposure to confrontation			X	
Respond to change				X			
Prioritisation				X			