

Job Title	<i>Customer Experience Designer</i>
Award	<i>Social, Community, Home Care and Disability Services Industry Award 2010 OR Educational Services (Post-Secondary Education) Award 2010</i>
Classification	<i>Full time, permanent role, flexible working</i>

Primary purpose of the role

The primary purpose of this role is to facilitate the development of customer strategies and designing customer experiences through research, personas building and journey maps, including implementation planning and project management.

Key accountabilities

- Facilitate the design and development of research required to understand the target audience/s, using a combination of research approaches
- Build a deep understanding of customer needs, wants and values across customer journeys, segments and personas, and use these to design end-to-end customer journeys and experiences
- Work with our trusted partners and team to translate insights into actionable activities, and where applicable assist in servicing blueprinting
- Assist the digital and CX teams in the application of UX including conceiving and conducting user research, interviews, and surveys, and translating them into sitemaps, user flows, customer journey maps, wireframes, mock-ups, and prototypes.
- Work cross functionally and with people with lived experience of asthma to design and deliver the best end to end customer experiences for our Omni eco-system
- Document use cases, functional requirements, functional specifications and solution design documents to facilitate the review and selection of platforms, technologies and partners to implement the designed customer experience
- Facilitate collaborative activities across departments to turn customer insights into action
- Taking a strategic, customer-first approach to all activities

Work as part of the team to deliver positive customer sentiment and great business outcomes. **Key challenges**

- Oversight of a complex user experience project with multiple stakeholders and elements, that will integrate with other parallel projects
Strong customer advocacy within the organisation whilst ensuring key stakeholders are engaged, and taken on the change management journey

Skills and qualifications

Essential

- Exceptional stakeholder engagement and negotiating skills
- 4 – 6 years' experience
- Strong CX / UX experience
- Experience in stakeholder management and strong influencing skills
- Experience in leading market research, analysis, and testing
- Passionate about improving customer experience
- Journey mapping skills
- Confident in presenting to groups of people
- Extremely detail orientated
- You are highly motivated and communicative, very energetic and independent in handling business challenges
- You thrive in the challenge and are comfortable with ambiguity
- Good understanding of digital engagement channels – websites, apps, email / CRM

Desirable

- Knowledge / use of Active Campaign, Wordpress, Miro Board
- Process mapping skills

Key relationships

Who	Why
Internal	
<i>General Manager, Marketing, Communications and Engagement</i>	<i>Department lead, customer transformation oversight</i>
<i>CX Lead</i>	<i>Direct line report, CX guru, CX program lead</i>
<i>IT Manager</i>	<i>Systems integration, digital transformation, single customer view</i>
<i>Business Process Manager</i>	<i>Detailed data knowledge</i>
<i>Research, Information and Evaluation Coordinator</i>	<i>Voice of Customer oversight, key knowledge broker,</i>
<i>Consumer Support Services team</i>	<i>Data access, key CX program stakeholder</i>
<i>Chief Operations Officer</i>	<i>Data reporting, visualisation, sense making</i>
External	
<i>Zuni</i>	<i>Key strategy partner across digital transformation</i>
<i>Researchers</i>	<i>External experts, managing and engaging</i>
<i>Funders</i>	<i>May be required to engage and update key funding partners</i>

Capabilities for the role

Capability	
Resilience and Courage	Ability to be a change maker takes courage and resilience
Manage Self	Able to work autonomously, managing key priorities
Communicate Effectively	Clear and concise communication skills; leading conversations;
Deliver Results	Works within set timeframes to agreed standards with minimal supervision
Problem Solving	Looks for and implements solutions to complex problems
Technology	Familiar with website platforms, app development, CRM and marketing automation platforms