

Position Description



Position title	CX Improvement Specialist		
Unit/Group	Insights & Innovation Centre of Excellence/ Community Experience		
Work level	3		
Position reporting to	CX Design Lead		
Employment Type	Full time; 2-year contract		
Vision, mission and values	<p>Beyond Blue's vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:</p> <ol style="list-style-type: none">1. Promoting mental health and wellbeing2. Being a trusted source of information, advice and support3. Working together to prevent suicide <p>Beyond Blue's values are Collaboration, Respect, Enthusiasm, Excellence, Innovation, and Integrity.</p>		
Position purpose	<p>Community is at the heart of everything we do. Our success is dependent on our deep commitment to actively listen to, understand, partner with and respond to community experience and needs. That is why as we deliver our Beyond 2020 Strategy, we are taking some important steps towards becoming an even more community centric organisation.</p> <p>The Community Experience Team has an exciting newly created role for a CX Improvement Specialist who will work collaboratively across the organisation, under the direction of the CX Design Lead.</p> <p>The purpose of the role is about supporting the development and implementation of the Beyond Blue's CX strategy, toolkit and roadmap. The delivery of the CX Strategy is critical in delivering the improvement of experiences, systems, processes, culture and capability resulting in high impact improvements to overall service delivery and customer experience for the community. This role requires a passion for identifying opportunities for improvement and innovation, applying analytics skills, evaluation and monitoring toolsets, alongside taking a human centred and design thinking approach.</p> <p>The role will also hold the overarching strategic view of CX benchmarking across our product, service and people ecosystem, working with a range of teams across the organisation.</p> <p>Additionally, our success is defined by our internal stakeholders being inspired by the activities we undertake and how we demonstrate the use of CX tools and skillsets to design innovative community experiences.</p>		
Role dimensions	Direct Reports	0	
	Overall team	6	

	Financial Delegation Refer to Delegated Authority policy
Key accountabilities	<p>Support the development of Beyond Blue's future state CX Blueprint.</p> <ul style="list-style-type: none"> • Support alongside an agency, the development of Beyond Blue's CX Strategy. • Support the development of a CX Strategy that supports the organisation to understand its CX ambition and how the Community Experience team deliver to the community. • Develop our CX objectives, that help us understand and optimize our performance against community expectations and needs. • Support alignment of Beyond Blue's objectives and ambition to Beyond Blue's strategic pillars. • Connect our vision and principles to practical and measurable actions for people in our organization. • Collaborate with stakeholders across the business to design pragmatic solutions that balance desirability, feasibility and viability. • Operationalize our CX Strategy across our internal teams, partners and organization. <p>Partner closely on CX improvement, measurement, evaluation and monitoring programs with our partner teams within Beyond Blue. Develop a program of work for CX improvement across our product and service ecosystem.</p> <ul style="list-style-type: none"> • Track, connect and analyse customer feedback and suggest improvements internally based on the insights gathered – help measure metrics such as to how our products and services' experience touchpoints are performing on CX performance parameters. • Drive the development and implementation of fit-for purpose measurement, reporting and analytics of CX data to improve and track customer experience performance, including current state customer experience and balancing requirements for future state. This will be done in partnership with our Business Intelligence, Research and Evaluation teams. • Create processes and systems to provide analytics and reporting on customer journey insights and opportunities for improvement to teams around our organisation. • Work alongside different teams across the organisation to develop a CX Improvement program alongside our CX Design Lead who will provide direction and guidance. • Integrate design research insights into data dashboards, insights repositories and knowledge share across key teams that support cx improvement. • Support to define desirability, feasibility, and viability of different opportunity areas, based on design research, existing data and business objectives. • Working alongside our CX Design Lead to define where to deep dive into our services, to build out a pipeline of tactical and strategic design initiatives. • Through a CX improvement program, support to deepen engagement with our service users by improving their overarching journey and experience at each touchpoint.

	<p>Develop our Voice of Customer program alongside our partner teams to enable community centricity across our organisation.</p> <ul style="list-style-type: none"> • Overtime evolve CX improvement program into a Voice of Customer program that integrates into measurement frameworks and dashboards of the broader organisation. • Lead the development of a VOC program, including analysis of customer feedback, organisational and frontline insights to ensure ongoing refinement of customer experiences. • Enable community centricity within Beyond Blue through continuous, actionable insights to guide the end-to-end Service Design. • Ensure the customer experience team collaborates across our lines of business, consistently driving for process improvement to enable delivering great end-to-end customer experience across stages, channels & touchpoints in the customer journey. • Align VOC program to meet our Strategy Pillars and align to existing strategies and enablement initiatives.
Key behaviours	<ul style="list-style-type: none"> • We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community • We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work • We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources • We collaborate to provide solutions and options for feedback • We actively listen, and communicate openly and transparently • We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions • We build relationships externally and partner with key external stakeholders for the benefit of the community • We adapt, flex and take an agile approach to plans to meet community need.

Qualifications and key selection criteria	<p>Education & Qualifications</p> <ul style="list-style-type: none"> • Relevant experience or qualifications in CX Design/Service Design, Digital, Behavioural or Social Sciences, Community Development, Health or another relevant field. <p>Knowledge, Skills & Experience</p> <ul style="list-style-type: none"> • 5+ years of professional experience in a design agency or equivalent position • In-depth knowledge and experience within a relevant strategic design discipline (e.g., Service Design, Systems Design, Business Design, Industrial Design, Graphic Design, Interaction Design) • Demonstrated experience managing and delivering CX projects, with a track-record of operationalising and optimising customer experience management.
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		<ul style="list-style-type: none"> • Proven ability to work with a high level of ambiguity and in complex environments. • Ability to think creatively and develop new and innovative ways of approaching problems/opportunities and engaging with various audiences. • Proven ability to work with clients and/or stakeholders and to leverage human-centred methods such as empathy, systems-thinking, and inquiry to understand their needs and wants. • Superior stakeholder engagement skills with the proven capability to build and maintain productive working relationships across a range of stakeholders and disciplines, collaborating at all levels. • Proven ability and willingness to support, guide and provide advice to others, relating to CX and design methods and new ways of working. • Knowledge of/or the ability to rapidly acquire an understanding of the Mental Health sector. • Demonstrated ability to support the design, development, and implementation of latest programs/ projects. • Demonstrated ability to work as part of a high-performing, self-organising team. • Demonstrated ability to work autonomously with limited guidance. • Highly developed written and oral communication skills. • Excellent time management and prioritisation skills and an ability to meet tight deadlines. • Advanced computer/software skills in Word, Excel, PowerPoint, Miro, Slack, Jira and Confluence or similar. Adobe suite or other design tools desirable.
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Organisational Core Capabilities:

<i>Community Voice</i>	Capture community insights, ensure community insights inform our work
<i>Community Awareness and System Change</i>	Shift to a community centric way of operating with the community and the need for system change informing how we work
<i>Digital Capability Big Blue Door delivery</i>	Increase our impact and reach across the community and better understand and respond to community need and deliver personalised support informed by community insights and data
<i>Agile Leadership</i>	Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture
<i>Sustainable & diverse funding sources and supporting social impact</i>	Develop and sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely and plan for the longer term
<i>Best Governance and demonstrating impact</i>	Balances stability and strong oversight with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters
<i>Partner strategically for maximum impact</i>	Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful.

Additional Information

Health, safety and wellbeing

Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy

Pre-existing injury

The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.

Equal opportunity

Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.

Employment is subject to:

- A current Police Record Check
- Proof of the right to work in Australia