

Recruitment person specification

Post being recruited for: Senior Manager Citizen Transformation

Our Behaviours

These apply to all posts

Respect – We're inclusive, we promote equality, we treat people with fairness, understanding and kindness and we consider others in our decisions and actions.

Integrity – We're open and honest, we take responsibility, we build trust and we pull together to do what's right for our residents, colleagues and city

Flexibility – We're open minded, we keep it simple, we adapt to provide great service and find better ways of doing things, and we embrace opportunities for shared working and learning

Managers

1. Specify what the essential requirements are for your vacancy under each category. All candidates that have disclosed a disability must be interviewed if they meet the essential requirements.
2. Specify what the desirable requirements are for your vacancy under each category. Desirable criteria can be used to shortlist candidates if you have a high volume of applicants. However, you cannot use desirable criteria when shortlisting any candidates that have disclosed a disability.

Person specification

Category

Essential

Desirable (not every post needs desirable requirements)

Experience

1. Significant senior leadership experience within a large, complex organisation, with accountability for strategic and operational delivery and evidence of achieving measurable outcomes.
2. Proven experience leading large-scale citizen or customer transformation programmes, from strategic planning and design through to implementation, embedding and evaluation.
3. Experience redesigning complex, high-volume services around citizen needs, improving access, customer experience, efficiency and outcomes across multiple channels.
4. Experience developing and implementing citizen-focused strategies, target operating models, service standards and performance frameworks aligned with organisational priorities.
5. Experience leading multidisciplinary teams and complex organisational, workforce and cultural change, building engagement and a strong focus on continuous improvement.
6. Experience managing complex, high-profile programmes, including governance, assurance, risk, dependencies, resources, budgets, performance and benefits realisation.
7. Demonstrable experience using customer insight, service data, feedback, business cases and options appraisals to inform decisions, investment and service improvement.
8. Proven experience influencing Chief Officers, Elected Members, senior stakeholders, partners and suppliers, and reporting progress and recommendations to senior leadership and committee audiences.
9. Experience working collaboratively across organisational boundaries to deliver integrated, accessible and inclusive services for citizens.
10. Experience managing procurement, supplier relationships, contracts and commercial negotiations supporting major transformation activity.

Senior experience in local government, the wider public sector or another politically led organisation.

Led organisation-wide citizen or customer transformation, channel shift or complex service redesign.

Designed citizen experience strategies, target operating models, service standards or performance frameworks.

Applied customer insight, user research, data and digital solutions to improve accessibility, service outcomes and efficiency.

Developed integrated, multi-channel customer journeys across organisational and partnership boundaries.

Delivered complex organisational, workforce or cultural change with effective stakeholder and employee engagement.

Established governance, assurance, business cases, benefits realisation and performance reporting for high-profile transformation programmes.

Worked directly with Chief Officers, Elected Members, committees, partners and communities to influence decisions and maintain support for change.

Knowledge, skills and understanding

- ✓ Ability to set a clear strategic direction for citizen transformation and translate it into deliverable plans and measurable outcomes.
- ✓ Strong knowledge of citizen-centred service design, channel shift, customer experience and continuous improvement.
- ✓ Strong programme leadership skills, including governance, assurance, risk, resources, budgets and benefits realisation.
- ✓ Ability to analyse complex service data, customer insight and performance information to support evidence-based decisions.
- ✓ Excellent leadership and team-building skills, with the ability to motivate multidisciplinary teams through complex change.
- ✓ Excellent stakeholder management, influencing and negotiation skills across senior leaders, Elected Members, partners and suppliers.
- ✓ Ability to identify cross-service opportunities and develop integrated, accessible and inclusive citizen services.
- ✓ Excellent communication skills, including presenting clear advice, recommendations and reports to senior leadership and committee audiences.

Knowledge of citizen-centred service design, customer experience, channel shift and the redesign of complex, high-volume services.

Understanding of user research, customer insight, service data and feedback methods, and their application to accessible and inclusive service improvement.

Knowledge of integrated, multi-channel customer journeys and operating models spanning organisational and partnership boundaries.

Understanding of digital solutions, automation and emerging technologies that can improve access, efficiency and citizen outcomes.

Knowledge of programme and project management methodologies, governance, assurance, risk management and benefits realisation.

Ability to develop strategic change proposals, business cases, options appraisals and performance frameworks that demonstrate measurable public value.

Strong facilitation, influencing, negotiation and partnership-working skills, with the ability to build consensus among senior leaders, Elected Members, communities and external partners.

Knowledge of benchmarking, Best Value and continuous improvement approaches used to drive innovation, efficiency and consistent service standards.

Qualifications and training

Evidence of extensive leadership experience

Evidence and experience of developing and implementing customer strategies

Professional qualifications or the relevant senior leadership experience with Customer Experience and Organisational Change, Programme Management

Programme, project or change management qualification, or equivalent demonstrable experience.

Evidence of continuing professional development in citizen transformation, service design, customer experience, leadership or organisational change.

Postgraduate qualification in customer experience, service design, business transformation, public administration or another relevant discipline.

Professional accreditation in programme, project or change management, such as Managing Successful Programmes, PRINCE2, Agile or Change Management Practitioner.

Leadership and management qualification, or equivalent senior leadership development.

Relevant professional training or certification in customer experience, user-centred service design, business analysis, continuous improvement or organisational development.

Evidence of continuing professional development in citizen transformation, customer experience, service redesign, leadership or organisational change.

Job specific requirements

Ability to work flexibly across Council locations and outside normal working hours when required to support programme delivery, stakeholder engagement and committee activity.

Ability to manage competing priorities, shifting deadlines and pressurised timescales with considerable autonomy.

Ability to respond effectively to urgent, sensitive or high-profile issues and provide senior leadership during periods of operational or programme pressure.

Ability to represent the Council and deputise for senior officers at internal and external meetings, partnership forums and committee-related activity.

Ability to exercise sound judgement, political awareness and diplomacy when working with Chief Officers, Elected Members, communities, partners and other stakeholders.

Commitment to maintaining confidentiality and handling sensitive citizen, employee, financial, organisational and political information appropriately.

Ability to travel between Council sites and other locations as required to fulfil the responsibilities of the role.

Commitment to complying with Council policies, statutory requirements, governance standards and all required employment checks and training.