**JOB DESCRIPTION**

|  |  |  |
| --- | --- | --- |
| **Job title** | Journey & Experience Delivery Lead | |
| **Sector/Function** | Central Services | |
| **Department** | TBC | |
| **Reports to** | Head of Journey & Experience | |
| **Grade** | 4 | |
|  |  | |
| **Job purpose** | To manage the day-to-day delivery of a range of journey and experience projects utilising Turning Point’s customer experience (CX) tooling and provide expertise on user experience across all areas of service delivery and commercial venture brands. | |
| **Key accountabilities** | **Coordinate the delivery of a wide range of journey and experience deliverables**   * Provide a level of business analysis to new requirements and requests * Identify the best approach to delivering the requirement from within the existing CX toolset working with the J&X team and vendor partners * Set realistic timelines for delivery and continually communicate with the business on progress * Manage the delivery of tasks to completion, ensuring appropriate levels of quality assurance and deployment management are in place * Work with the Head of Digital Product Development and Projects to establish “agile” ways of working for a low-code development team   **Providing User Experience & Journey Mapping capability**   * Deliver User Experience (UX) & journey mapping workshops that provide the basis for future developments and put the customers experience at the heart of what is delivered * Create the appropriate outputs and communicate these back to participants and the wider business, maintaining a library of journey maps that can be repurposed * Identify opportunities for automation and streamlining of workflows to benefit both the staff team and the people we support   **Act as the interface between the central services teams and J&X team**   * Serving as super-user and product evangelist for a variety of digital tools across customer service and marketing technology to other central services teams (eg GSD, Marketing, Internal Comms) * Overseeing training on CX software and user adoption, including awareness sessions on new features and continual development * Internal customer support on use of the chosen platforms and acting a conduit between the user and the wider IMT function as needed * Provide a problem solving resource, selecting the best available option from the available technology against the given requirement and continually reviewing the selected product features and methodology to ensure the solution stays current * Link closely with Turning Point’s application development team to ensure technical skills are appraised and share learning * Actively work to bring down internal barriers to cross-team/department working and adopt a collaborative approach   **Support the development of commercial ventures journeys and interface with digital product set**   * Work closely with the commercial ventures teams to ensure continued responsiveness to the needs of customers (purchasers and end users) * Work with performance teams to provide appropriate insight and use these to improve journeys | |
|  | | |
| **Dimensions** | Direct reports | 1-2 |
| Total staff overseen | Variable dependent on project |
| Internal contacts | Service delivery staff, marketing team, IMT technical team, central department staff and senior managers |
| External contacts | Vendor experts and partners |
| Planning outlook | In line with the product roadmaps |
| Problems solved | Appropriate technology solutions to create the best user experience |
| Financial authority | N/A |

**PERSON SPECIFICATION**

|  |  |  |
| --- | --- | --- |
| **Job title** | Journey & Experience Delivery Lead | |
|  | | |
| **Personal effectiveness** | Essential | Desirable |
| Problem solving skills  Good written and oral communication skills  Good time management  Ability to effectively prioritize and execute tasks in a high pressure environment  To be comfortable working in large Project or Programme approaches with multiple stakeholders and team members | To be familiar and comfortable working in short sprint cycles with fewer people to complete a specific task or objective |
|  |  |  |
| **Technical effectiveness** | Essential | Desirable |
| Strong skills in using a range of SaaS Marketing tools  Ability to troubleshoot issues quickly, and stay up-to-date on current and emerging technologies, standards, and trends. | Experience of using tools that add to customer journey;   * Oracle Eloqua * Oracle SalesCloud * Oracle ServiceCloud * Google Analytics * Oracle Content Management   Web-development skills including using;   * HTML * CSS * JavaScript |
|  |  |  |
| **Acquired experience & qualifications** | Essential | Desirable |
| Project management experience of delivering continual improvement packages and larger standalone deliverables | Formal Project Management qualification  ITIL v3 Foundation  Agile / Scrum Certificates  Understanding traditional marketing disciplines |
|  |  |  |
| **Other requirements** | Essential | Desirable |
|  |  |