

Role Profile

Councillors

Post Title:	Senior Manager (Customer Services)
Grade:	16
Date Created:	28 September 2026

ROLE DEFINITION

To lead and strategically develop the Customer Services functions to provide an integrated, customer focussed and efficient approach to service delivery.

KEY TASKS AND RESPONSIBILITIES

Corporate Responsibilities

- Manage/deliver the Service in accordance with the Council's corporate policies and procedures and relevant strategy provision.
- Manage/deliver the service outcomes, in the most efficient and effective way, that delivers the Council's Strategic Priorities within the Council Plan and contributes to the production of Directorate Plans.
- Manage and monitor Capital and Revenue budgets as assigned and contribute to budget development.
- Lead, or contribute to, the preparation of cross-service business development plans, as required.
- Ensure the effective management and leadership of employees, where appropriate.
- Prepare and co-ordinate reports for the Council, its Committees or working parties and to attend these meetings as required.
- Undertake any other reasonably required duties as instructed by Management or someone acting on their behalf, in addition to the role specific tasks & responsibilities detailed below.

Role Specific Tasks & Responsibilities

- Provide strategic direction and leadership to teams, ensuring they are business focussed in an efficient and effective manner.



Role Profile

- Lead the Council's Contact Centre, the network of Customer Service Centres incorporating the Registration service and the Business Support centralised admin and operational support unit.
 - Lead the delivery of Council Tax and Benefits services ensuring legislative requirements are met.
 - Lead, manage and develop the Operational Plans for Customer Services and monitor the implementation in support of the Council Plan actions and objectives.
 - Monitor, evaluate and report on performance of teams against objectives and performance indicators.
 - Provide strategic direction, leadership and senior level advocacy in relation to Customer Service initiatives and digital solutions to support current and future business needs and drive transformational change.
 - Promote a positive culture of empowerment, creativity, innovation and continuous improvement.
 - Review the performance and effectiveness of all key processes and use pro-active process improvement approaches to deliver consistent, high quality service delivery.
 - Lead and promote channel shift within the Council encouraging more cost-effective ways of doing business to the most appropriate customer groupings to streamline processes, increase customer engagement and where possible deliver savings.
 - Act as champion for Customer Services both internally and externally driving local and national customer service initiatives.
 - Lead reviews on systems, processes and procedures to improve efficiency and continually review operational practices to ensure best practice and compliance with stated procedures.
 - Develop and maintain effective working relationships across the teams and others across the Council including external customers and partner organisations.
 - Regularly review customer feedback from a range of sources and utilise this information to continuously improve service.
 - Consult with stakeholders including customers, other services, external bodies and Elected Members as appropriate when implementing changes.
 - Provide research, analysis and project management expertise in order to support the Service in achieving key objectives.
 - Support the development of a performance management framework and associated self-assessment exercises.
-



Role Profile

- Manage the approved budget effectively, ensuring adherence to delegated authority and maintaining spending within agreed limits.
- Prepare and present relevant reports and policy developments as required for meetings and Committees such as ELT, Cabinet, Council etc...
- Liaise with internal and external audit as required and ensure compliance with audit plans.
- Represent the Head of Service on appropriate national and local groups as required.

ESSENTIAL / DESIRABLE CRITERIA

	Essential	Desirable	Evidence
Education and Qualifications	• Degree in a relevant discipline or equivalent OR equivalent experience • Evidence of commitment to personal development	• Completion of North Ayrshire Council Leadership Academy – Strategic	• Application Form • Interview
Experience	• Background in Customer Services with a track record at a senior level • Leadership experience within a large complex organisation • Leading multi-disciplinary teams • Delivering multi-channel customer service • Managing budgets	• Public Sector experience including Registration	• Application Form • References • Interview
Specialist Knowledge	• Contact Centre technology,	• Business improvement	• Application Form • Interview



Role Profile

	including workforce management, voice recording, telephony systems • Customer relationship management systems	knowledge / skills (e.g., Lean etc.)	• Pre/Post-Interview Check (if appropriate)
Skills and Abilities	• Written and verbal communication skills • Manage conflicting priorities • Negotiating and influencing skills • Ability to lead motivate and inspire teams • Presentation skills	• Ability to be on call for emergency situations • Project Management	• Application Form • References • Interview
Other	•	•	• Application Form • Interview • Pre/Post-Interview Check (if appropriate)

Please be aware that the successful candidate must be able to travel throughout North Ayrshire (own car/public transport/pool cars etc) for work purposes, meetings, training courses etc.



OUR STAFF VALUES & BEHAVIOURS

Value	Behaviours
<u>Focus</u> we put our customers first we understand the bigger picture	• Provide excellent customer services • Meet and, where possible, exceed the expectations of internal and external customers • Understand the performance levels and standards required within our own role and strive to achieve and, where possible, exceed these • Know how the work we do fits into the overall performance of the Council
<u>Passion</u> we take pride in the jobs we do we are ambitious for our community	• Take ownership of our own actions and performance • Reflect on the work we do and consider how it could be improved • Have a positive impact on the lives of our customers and their communities • Push the boundaries to help our customers and communities realise their potential
<u>Inspiration</u> we all look for better ways to deliver our services we achieve the best results by working together	• Find new ways to deliver improvements, efficiencies and value for money • Embrace change with enthusiasm and creative ideas • Work together and creatively produce the best outcomes for our customers and communities • Plan all activities with the end goal in mind

