

JOB DESCRIPTION

JOB DETAILS

Job Title: Service Experience Manager

Job ID: Band206

Classification: Band 2

Classification Date:
(MM/DD/YYYY)

Branch: Digital Experience and Communication Services

Unit: MEX-Digital Exp & Com Svcs

Reports to: Assistant Director, Digital Experience

Security Screening: Yes

Union/Excluded: Excluded

BRANCH DESCRIPTION

The Digital Experience and Communication Services Branch is responsible for developing and delivering communication services for the BC Pension Corporation, including transforming the member and employer experience from print to digital and providing strategic communications support to the pension plan boards of trustees and the corporate board. This includes strategic communication advice, planning, research, writing, editing, creative design, video/photography, and distribution functions for digital and print application.

The branch delivers confidence-inspiring and professional communication services across a variety of communication and service channels that increases member and employer engagement in a highly regulated and rules-based environment. This includes integrated member-centric communication products and services including: web and other online communications; print publications; media and public relations; and marketing.

JOB SUMMARY

The Service Experience Manager reports to the Assistant Director, Digital Experience in the Digital Experience and Communications Service Branch and works independently to provide leadership, expertise and direction on strategies related to the design, delivery and adoption of digital services. This position works closely with representatives across the organization to understand, design, and champion member service experiences and coordinate efforts to effectively promote services to members and stakeholders.

JOB RESPONSIBILITIES

- Build an understanding of how pension services are used and consumed and drive coherent experiences between channels
- Evaluates and identifies opportunities for service design improvements, leads the engagement with business leads
- Researches and analyzes service delivery options, and recommends strategies and initiatives to meet and enhance business and service delivery needs in consultation with business leads
- Ensures effective integration of new services with existing lines of business, including service work flow assessment and other measures
- Designs and guides the implementation of new or proposed services to be delivered through multiple service channels, while balancing the organization's vision for enhanced digital service delivery with meeting program specific requirements
- Designs thoughtful communications and technology solutions and services based on user-research and feedback
- Produces and presents research findings, strategies, recommendations, road maps and status reports to management and business lead
- Provide overall coordination and oversight of all facets related to service channel measurement and promotional activities
- Based on business metrics and intelligence, provide insight and direction into the development and improvement of cross-channel services; and assess ongoing success the adoption and use of new service channel deliveries
- Foster business relationships across the organization to ensure strategic alignment
- Participate in Branch business planning to establish budget requirements
- Review and manage vendor relationships associated with job responsibilities
- Provide information and recommendations to divisional strategic planning activities
- Recommend innovative and creative solutions for service promotion and drive the development of necessary user experience and visual communication assets
- Work with key stakeholders to manage and execute plan specific site promotional campaigns to improve member understanding and exposure to online services and pension information
- Work with identified stakeholder groups to assemble and validate regular portfolio metrics reporting
- Own, manage and maintain the channel promotional calendar and update with all marketing and promotional activities so it can be shared

EDUCATION

Degree/Diploma Obtained

Program of Study

- Bachelor's degree or equivalent combination of education and experience in Business Administration, Communications, or related field of study
- Preference may be given to those who have education or training in service design, user experience design or service delivery
- An equivalent combination of related experience, education or training may be considered

EXPERIENCE

Years of Experience

Type of Experience

- Minimum 3 years of direct program coordination and service promotion experience in a complex, multiple service-channel environment (phone, print, and online/digital services)
- Experience developing new and growing existing service and promotional channels to a wide range of service consumers
- Demonstrated, recent experience in a service delivery environment and facilitating business discussions to develop clear user and project requirements

KNOWLEDGE, SKILLS & ABILITIES

- Proficiency navigating stakeholder issues and resolving problems at the program and/or organizational level
- Knowledge of marketing principles and tactics and able to contribute to the planning and develop of and lead promotional strategies across services and service channels
- Proficiency in developing, measuring and analyzing key performance metrics and data to provide insights and facilitate online service improvement
- Strong understanding of digital landscape (web and social media platforms, apps, online promotions, and digital marketing)
- Ability to generate innovative insights from analysis, communicate results effectively, and work with business partners in developing and implementing new programs to drive service uptake
- Excellent attention to detail and proven ability to write and edit
- Demonstrated ability to execute projects on time and to work collaboratively in a team environment
- Excellent organization skills: self-directed and capable of working effectively in a complex environment while juggling multiple projects and adhering to tight and demanding deadlines
- Strong communication skills and an ability to contribute in a collaborative team environment

CORE COMPETENCIES

Navigating Change L2

Supporting self and others through change and transition and enabling successful transformation in work products and processes.

- Invites input and feedback on proposed changes.
- Supports others in generating new and innovative approaches.
- Builds support for new approaches and initiatives.
- Shares information on change in a timely manner.
- Identifies innovative approaches to deal with situations for which no known precedent exists.
- Eliminates unnecessary work activities.

Embracing Learning L2

Contributing to a learning culture by developing self and supporting others to acquire skills and improve performance.

- Gathers feedback from various sources to identify own strengths and weaknesses.
- Pursues challenging experiences beyond current position to add value in own area.
- Helps others identify learning needs to meet current job requirements.
- Provides honest, timely, clear and specific feedback to others.
- Ensures people are provided appropriate training within available budget and resources.
- Encourages people to reach their full potential.

Enabling & Inspiring L2 - Leading Others

Motivating, supporting and enabling others to succeed.

- Encourages and values others' input.
- Enables others to demonstrate their competence and capability.
- Coaches and supports others to realize their full potential.
- Empowers others to take initiative and try new approaches.
- Diffuses workplace tension or conflict to enable a productive workplace.

Client Orientation L2

Making it easy for our external and internal clients - seeing things through their eyes.

- Anticipates clients' needs and concerns.
 - Develops procedures and practices to ensure consistent service.
 - Leads or participates in efforts to enhance service delivery systems and processes.
 - Ensures consistency of service experience.
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Accountability L2

Holding self and others accountable to deliver on commitments and to achieve desired results.

- Sets challenging but realistic goals for own area of responsibility.
 - Helps people improve performance to maximize results.
 - Holds people accountable for meeting established expectations.
 - Evaluates progress against established goals and objectives.
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Inspiring Trust L2

Inspiring confidence by demonstrating integrity and building credibility.

- Creates opportunities to build internal and external relationships.
 - Demonstrates confidence in own abilities, views or decisions when challenged.
 - Provides skill, knowledge and talents to resolve complex issues.
 - Fosters trust by communicating consistent, reliable and accurate information.
 - Builds on others' ideas to develop support.
 - Helps others build confidence in themselves.
 - Recognizes the contributions and successes of others.
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Leadership Courage L2 - Leading Others

Saying and doing the right thing despite potential risk.

- Demonstrates awareness of when to influence and when to be influenced.
 - Asks challenging questions in a respectful/constructive manner.
 - Addresses challenging situations in a timely and direct manner.
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Decision Making L2

Enabling progress by resolving issues and supporting others in taking calculated risks and making decisions.

- Involves the right people in the decision making process.
 - Makes decisions by weighing several factors, some of which are partially defined with missing pieces of information.
 - Uses sound business sense to make decisions.
 - Considers risks when identifying or recommending options.
 - Provides context and rationale for decisions.
 - Provides information to others to support decision making on complex issues.
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Organizational Focus L2

Aligning work priorities, processes and practices to achieve the strategic direction.

- Optimizes processes or practices to support the achievement of organizational goals.
 - Helps team members understand the broader vision and how their work is aligned.
 - Identifies broader implications of proposed positions, options and approaches.
 - Makes connections between situations and patterns to improve decision making.
 - Recommends approaches to address issues with a longer term perspective.
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Insight & Impact L2 - Leading Others

Understanding self and others in order to be a positive influence as a leader.

- Considers others' viewpoints and needs when formulating a persuasive rationale.
- Considers others' potential responses.
- Demonstrates authenticity by sharing own thoughts, feelings and experiences as appropriate.
- Remains calm under pressure to help others cope.