

MANAGER OF COMMUNICATIONS AND CUSTOMER EXPERIENCE

Position ID: J0124-0271

Job Type: Full Time

Department: People & Organizational Effectiveness

Number Of Positions: 1

Min Salary: \$140,456.00/Year

Max Salary: \$175,570.00/Year

As one of the fastest growing cities in Alberta, the City of Airdrie is a recognized leader in building a vibrant and sustainable community through innovation.

At the City of Airdrie, incredible opportunities happen every day in a flexible work environment that is tailored to each department. Our inclusive culture and values create a workplace where we welcome aspiring, driven and creative individuals to help us accomplish our business and community goals. We are supportive of one another, and we have fun while we serve our community. We are passionate about improving the lives of our residents through care and respect; that is the foundation of our organization. At the City of Airdrie, we learn, grow and accomplish great things together.

If you have a passion for building a better community and are ready to join the excitement, we'd love to hear from you!

The Opportunity:

The Manager of Communications and Customer Experience is an integral part of our organizational customer experience and brand. This role provides strategic oversight, guidance and direction to ensure that any customer who engages with the City of Airdrie can resolve their questions efficiently and effectively. This role will be responsible for creating the strategy, policy and systems that will guide the customer experience commitment. With oversight to both the Communications and Customer Experience teams, this leader will help evolve Airdrie's brand and engage our citizens to create the City of Airdrie's future. This position operates from a corporate perspective providing insight and strategic advice to the leaders in all areas of the organization, City Council, and the community.

This role will be responsible for creating the vision and program for customer experience for the City of Airdrie including:

- Development of Centralized Call Centre Model (Omni-channel)
- Building a team to support centralized customer service
- 311 research and implementation
- Development of chatbots for the website
- Development of KPI for measuring success of customer experience
- Customer relations management and systems deployment

Primary responsibilities include:

- Ensure alignment between organizational priorities and policies and departmental services
- Create the customer experience vision and the supporting processes, tools and policies to ensure customer experience is an integral part of our internal and external focus
- Provide strong leadership to direct reports including hiring, training, coaching and mentoring through ongoing feedback and empowering employees to achieve outcomes
- Act as a people and culture leader, demonstrating and aligning decisions and behaviours with our mission, corporate values and culture
- Create and maintain a consistent corporate marketing brand through communications and customer experience channels
- Respond to requests generated by executive leadership, Council and the community of Airdrie
- Research tools, policy and procedure development and recommend best practices, including opportunities to expand programs and automate processes

- Work with the team to solve problems with the overall community in mind, guiding and empowering the team to find efficient, reasonable and diplomatic resolutions to questions
- Provide feedback and solutions for executive leadership to consider for recurring issues or patterns
- Develop and manage overall customer experience strategy, analysis and metrics focusing on balancing concerns with City practices and bringing internal stakeholders together to troubleshoot when needed
- Ensure stewardship over financial resources allocated to the area of responsibility by preparing budgets, quarterly variance reports and present to executive leadership
- Deliver presentations to executive leadership, City Council and various committees, including regular analytics of results and progress towards goals to executive leaders
- Use data and analytics to help the organization celebrate successes and evolve processes to address opportunities going forward
- Work collaboratively with internal and external stakeholders to create a culture of customer care, based on efficient and effective responses to our customers
- Create and maintain strong connections with internal leaders to create consistency for Airdrie's customer experience
- Guide team to create and maintain centralized information and messaging to provide customers with current information to mitigate impacts to mobility or impacts to desired outcomes
- Plan for and ensure proper oversight to short and long-term operating and capital budgets

You Bring:

- Degree in Communications, Business or related field required. A combination of education and experience will be considered
- Six Sigma/Lean Training considered an asset
- Municipal excellence leadership program or equivalent municipal certification an asset
- 5-8 years of progressive leadership responsibilities and experience in communications and/or customer experience fields required
- 5-8 years leading a team of communications or customer relations professionals preferred
- Previous municipal government experience is considered an asset
- Demonstrated experience with providing high level updates to senior staff, political leaders and special interest groups
- Experience with the creation or evolution of a Customer Experience Program and system, including analysis and reporting of progress preferred
- Strong values-driven approach to customer experience and relationship building
- Demonstrated skills in diplomacy, tact and partnering with others
- Demonstrated ability to handle a variety of complex projects/tasks with competing priorities in a result-based environment
- Ability to work through stressful situations in a calm and professional manner
- Ability to positively influence internal and external stakeholders to achieve results and manage change
- Experienced leader with the ability to demonstrate collaboration and empathy skills and to positively influence outcomes
- Excellent observation and listening skills
- Ability to use information provided to solve challenging problems and provide clear decisions or direction
- Proven ability to clearly set direction and manage performance
- Exceptional verbal communication and presentation skills, including the ability to gain the attention and involvement of difficult audiences
- Prior experience with budget oversight and managing multiple budgets, including an understanding of the impact to city resources and forecasting future needs
- Strong Microsoft Office skills with an emphasis on Excel, PowerPoint, and Word
- Ability to think strategically and see the big picture while guiding a team to carry out the details needed to achieve the end goal
- Ability to work effectively through a team of specialists
- Well-developed interpersonal skills with the ability to form collaborative relationships
- Ability to nuance messages to achieve the result desired while balancing potentially competing desires of stakeholders
- Political sensitivity, conflict resolution and negotiation skills
- Ability to remain innovative and positive in times of imposed constraints and challenges
- A continuous learner who accepts coaching and questions in a collaborative manner
- Willing to learn from mistakes and ask for help
- Ability to remain calm during challenges and guide team to solve concerns and adapt for future needs
- Ability to provide clear accountability for team members and coach to results

We Offer:

Along with a competitive compensation program and City paid health and dental premiums, this position also includes:

- Excellent health, dental, paramedical and benefits plan
- First-in-class pension plan
- Career development and tuition reimbursement
- Employee discounts, annual adult Genesis Place pass, social events and health & wellness initiatives

Continuous learning through training and development is encouraged as are flexible work arrangements, when possible. We recognize that our people work best when they feel engaged in their environment and are appreciated for their efforts and our overall benefits package reflects that.

Additional Information:

This is a full time position (37.5 hours per week) and includes a comprehensive benefits and pension package.

Please provide a cover letter and resume.

Next Steps:

Candidates are invited to apply online at www.airdrie.ca.