

# Role Profile

<b>SERVICE MANAGER</b>			
Reference No.	G021.01 (2)	Type	Generic
Service	Customer Service Improvement		
Job Family	Service Manager 2	Grade	FC12

<b>Purpose</b>
To lead and manage a significant corporate function ensuring the delivery of a consistent, high quality and customer focussed service that promotes and implements the Council's aims and values.
Responsible for leading a team of employees to develop policy, design strategies, and deliver services for customers which are effective and efficient.

<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
Responsibility for leading a designated service or function. This will include making sure that vision, policy, strategies and priorities are set, delivered, monitored/evaluated and that service levels and customer satisfaction are continually improved.	Proven strategic thinking with experience of translating strategy into deliverable plans (Deliver results – See 'How We Work Matters' Framework) Ability to manage conflicting demands Organisational skills	✓  ✓ ✓	
Contributing to the achievement of the key priorities and milestones set out in the Council Plan and the Service Improvement Plan, as well as other relevant national and local strategies. Delivering performance outcomes that meet Directorate and Service targets.	Educated to SCQF level 9 which includes a Degree or equivalent or equivalent experience High level of political awareness and requirements for public accountability in a public sector organisation	✓ ✓	
Providing consistent, high quality and customer focussed services to the Council, its customers and its partners.	Customer service skills (Focus on customers) Ability to develop and maintain effective relationships	✓ ✓	
Leading a co-ordinated business-focussed approach to Service provision while delivering and maximising the efficient and effective use of physical, financial and staff resources available.	Leadership skills Ability to provide a regular and effective service	✓ ✓	

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Providing professional leadership and support to team, and others through personal and team development, coaching, managing attendance, performance and conduct, project work and fostering knowledge, sharing within and across teams.	Proven staff management of significant team size Evidence of supporting staff development	✓	✓
Managing and analysing performance levels for the relevant functional area: in relation to team performance and the performance of Services across the Council, developing and implementing solutions for continuous improvement.	Analytical skills Evidence of driving change in designated area (Take ownership) Initiating and managing continuous improvement	✓ ✓ ✓	
Building strong relationships with colleagues and partners so that work is integrated with and supports other relevant work in the Council and wider community. Developing and implementing opportunities to work more effectively with partners.	Track record of collaborative working Experience of working with partners in both public and private sector (Work together)	✓	✓
Identifying, monitoring and achieving relevant quality standards, representing the Council, Directorate or Service at agreed internal/external meetings, producing reports and delivering presentations.	Report writing skills Presentation skills / confident delivery style	✓ ✓	
Contributing to and representing the Council on relevant national public and private sector bodies which develop and share policy, national standards and best practice. (e.g. COSLA, Improvement Service and Scottish Government, professional bodies, etc)	Experience of actively working in the national arena, and sharing best practice with other Councils and organisations	✓	
Working with elected members on a regular basis, to respond to queries, support policy development, and improve the customer experience or reputation of the Council.	Experience of working with elected representatives Understanding of the issues arising from working with non-executive stakeholders, or politicians	✓	✓
Ensuring project and policy compliance with legal, regulatory, professional body and social requirements.	Ability to analyse problems and determine creative and practical solutions (Take ownership) Ability to demonstrate project work delivering efficiencies or savings	✓ ✓	

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Ensuring strong relationships within team, offering guidance, support and direction on service delivery, professional and HR issues.	Proven staff management of significant team size Leadership and team building skills Ability to motivate others to perform to the highest standards Evidence of supporting staff development	✓ ✓ ✓	✓
Managing change with Service Managers, employees and external partners as required. Report on a regular basis to different strategic/management groups as necessary.	Strategic planning and positively facilitating organisational change	✓	
Contributing to the wider development of the Service and Directorate as a member of the Service Management Team, and extended Directorate Management Team.	Track record of contributing to change outside of immediate area of responsibility		✓
Managing the Health and Safety of staff working in buildings across Fife.	Understanding and experience of Health and Safety	✓	
Preparing and managing budgets and delivering agreed savings and efficiencies, ensuring compliance at all times with the Council's financial regulations.	Financial management skills IT Skills (Embrace technology and information)	✓ ✓	
Ensuring compliance with statutory, regulatory and governance requirements, reporting to strategic and other relevant Committees as part of the Council's governance framework.	Comprehensive knowledge and awareness of relevant regulation, legislation and statutory requirements	✓	
Deputising for the Head of Service in their absence and participating as a representative of both the Directorate and Service Management Teams in all matters relevant to the efficient and effective management of the Service.	Track record of contributing to change outside of immediate area of responsibility		✓
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

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<b>Additional tasks or responsibilities</b> – this is a generic role, however this particular job may also require you to undertake the following:			
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<b>SERVICE MANAGER – CUSTOMER SERVICE OPERATIONS</b>			
<p>Delivering contact services for customers which allow customers to easily interact with the council by phone, in person and online through chat/social media. This includes management of:</p> <ul style="list-style-type: none"> <li>• telephone contact through the Contact Centre</li> <li>• face to face enquiries in, currently 21, customer service centres across Fife (including integrated sites providing library services)</li> <li>• contact through social media (e.g. facebook/twitter)</li> <li>• online contact through fifiedirect</li> <li>• enquiries to the Scottish Welfare Fund</li> <li>• customer service delivered in buildings across Fife</li> </ul>	<p>Experience of managing a significant customer service function, including a contact centre</p>	✓	
<p>Using learning from customer experience to continually improve the quality of service delivered to customers, from the point of contact through to service delivery and identifying/prompting improvements to policy or practice which might be needed across the council.</p>	<p>Experience of driving organisational change informed by customer experience</p>	✓	
<p>Working regularly with senior council officers (Chief Executive, Executive Directors, Heads of Service) and with elected members (including Council Leader, Depute Leader and Administration Portfolio Holders) on all aspects of customer contact to ensure that levels of customer service are efficient and give customers easy access to the services they require.</p>	<p>Experience of working with elected representatives</p> <p>Understanding of the issues arising from working with non-executive stakeholders, or politicians</p>	✓	✓

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<b>COMMUNICATIONS AND CUSTOMER INSIGHT MANAGER</b>			
<p>Leading and developing effective internal and external communications corporately, across Council services, and with relevant partner organisations. This includes:</p> <ul style="list-style-type: none"> <li>• news and media management</li> <li>• council brand management and design</li> <li>• public relations</li> <li>• service, social and place marketing (including campaigns and promotions)</li> <li>• use of digital communication (online/social media)</li> <li>• specialist services including photography and video production</li> <li>• internal communication and staff engagement to support effective change management.</li> <li>• Managing international and external relations.</li> </ul>	<p>Experience of managing a significant communication and/or marketing function in a large organisation, ideally in the public sector</p>	✓	
<p>Managing the council's reputation through research and analysis of customer insight (e.g. from the press, social media, surveys, and all other channels of customer feedback) and identifying/prompting improvements to policy or practice which might be needed across the council.</p>	<p>Experience of driving organisational change informed by customer experience</p>	✓	
<p>Acting as the Council's lead professional advisor on Communications and Marketing activities issues, including leading the Council's corporate engagement with communities.</p>	<p>Experience of leading community engagement and consultation in a large organisation</p>		✓
<p>Regularly advising senior council officers (Chief Executive, Executive Directors, Heads of Service) and with senior elected members (Council Leader, Depute Leader and Administration Portfolio Holders) on all aspects of public engagement including press responses, and proactive public engagement exercises (e.g. budget consultation, major policy changes).</p>	<p>Experience of working with elected representatives</p> <p>Understanding of the issues arising from working with non-executive stakeholders, or politicians</p>	✓	✓

# Role Profile

Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required				
Type of Protection of Vulnerable Groups (PVG) or other Disclosure check (choose only one).	PVG Children <input type="checkbox"/>	PVG Protected Adults <input type="checkbox"/>	PVG Both <input type="checkbox"/>	None <input checked="" type="checkbox"/>
	Basic Disclosure <input type="checkbox"/>	Standard Disclosure <input type="checkbox"/>	Enhanced Disclosure <input type="checkbox"/>	

Additional Information – the following information available:
<ul style="list-style-type: none"> <li>• Skills Framework (if applicable)</li> <li>• <b>How</b> we work matters</li> </ul>

Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees:
<ul style="list-style-type: none"> <li>• Take Ownership</li> <li>• Focus on Customers</li> <li>• Work Together</li> <li>• Embrace Technology &amp; Information</li> <li>• Deliver Results</li> </ul>