

### Job Description

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|-----------------------------------|----------------------------------------------------------------|
| Job Title:                        | Customer Experience and Insight Manager                        |
| Faculty/Professional Directorate: | University Library                                             |
| Subject Group/Team:               | University Library – Customer Experience and Insight           |
| Reporting to:                     | Executive Director Scholarly Services and University Librarian |
| Duration:                         | Continuing                                                     |
| Job Family:                       | Library                                                        |
| Pay Band:                         | 8                                                              |
| Benchmark Profile:                | Manager (Library) Band 8                                       |
| DBS Disclosure requirement:       | N/A                                                            |
| Vacancy Reference:                |                                                                |

### Details Specific to the Post

#### Background and Context

The University Library is responsible for the development, delivery and coordination of all Library and associated scholarly services for the University. The vision for the University Library is for students and staff of the University to get access to and be able to use the knowledge they need to inform and support their teaching, learning, research and knowledge exchange. This is achieved through the provision of value-adding services that support the acquisition, discovery and location, use and re-use, sharing, curation, preservation, application, and evaluation of that knowledge.

To enable this vision the University Library is structured into three teams, each constituting a pillar of core Library activity: Academic Library Services, Collections Development, and Customer Experience & Insight. The latter has a focus on the development, management and delivery of all frontline customer services and holds responsibility for the operation of the Brynmor Jones Library building. The post of Customer Experience and Insight Manager will take primary responsibility for this area, and lead the team to achieve its goals.

The Customer Experience and Insight Manager has direct staffing and development responsibility for their team, encompassing the Customer Experience Manager, Customer Experience Team Leaders and Customer Experience Assistants. In addition, the Customer Experience and Insight Manager will proactively liaise with colleagues within the Library, across the University, and with partner organisations as required to support effective operational delivery of customer services to all those making use of the Library.

#### Specific Duties and Responsibilities of the post

The Customer Experience and Insight Manager is responsible for ensuring that effective development, delivery, management and assessment of all customer services are delivered through the University Library. The post-holder will develop and communicate a strategic view of sector

developments around Library customer-facing services, and the wider delivery of customer services within universities more generally, to inform policy and practice in response to evolving changes. The Library recognises the need to provide focused service provision in the areas the team covers, whilst also linking and coordinating service as appropriate in liaison with colleagues across the University to best effect overall: the post-holder will be expected to take account of this approach in developing strategic direction and plans, working closely with colleagues responsible for the operational management of different parts of the Library. In particular, the post-holder will provide operational direction for all frontline service staff and liaise with the Executive Director Scholarly Services and University Librarian on strategic direction. The post-holder will also be expected to contribute to the overall management and leadership of the University Library.

The Customer Experience and Insight Manager will take full account of the need to deliver value for money in the delivery of the services provided, developing business cases as required to inform development of service areas: the role will also take responsibility for health & safety within the BJL and inform the delivery of services accordingly through that lens. The post-holder will take responsibility for the provision of the full range of customer services within the Library, encompassing, but not limited to, frontline welcome and support, use and maintenance of the BJL and the spaces within it, user account management, enquiry and triage, materials circulation management, fines and payments management, and library equipment support. The Customer Experience and Insight Manager will exercise their remit in the context of customer service delivery across the University to ensure alignment and high performance across them: in particular, the post-holder will liaise closely with Academic Services and their support of students. The post-holder will further liaise with colleagues as appropriate on IT developments or issues that may arise in the management and delivery of services and inform their resolution.

As a senior member of the Library's management, the Customer Experience and Insight Manager will be an authority and source of knowledge within the Library regarding trends in the delivery of customer services within a Library environment, and advise the Senior Management Team on the potential benefits, opportunities and challenges offered. The post is expected to be outward-facing both locally and nationally, liaising with other customer-facing services within the University and other libraries externally, representing the University Library and its needs within these as appropriate.

## GENERIC JOB DESCRIPTION

The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

### Overall Purpose of the Role

At this level role holders will be experienced Library professionals who are expected to exercise a significant degree of specialist and independent responsibility. Role holders will have gained a professional and/or academic qualification and have extensive specialist experience. Roles at this level will be involved in planning and ensuring progress within established procedures and clearly defined university policy by providing a high level of specialist advice and/or specialist or professional expertise to support the Faculty or Departmental activities. Role holders will contribute to the longer term planning in accordance with the wider University strategy. Post holders at this level will advise senior University management on policy, functional or service priorities and develop new procedures and policies within existing values. There is a requirement to plan and organise individual and/or team activity to integrate and coordinate work across different parts of the University, faculty or department.

### Main Work Activities

#### Communication

- Provide specialist advice and guidance to managers and staff.
- Explain new and existing policies in relation to operational activities.
- Create and deliver presentations to communicate information across Faculty/School/University.
- Attend meetings to report on specialist issues.
- Write formal documentation.
- Write procedural documentation.

#### Teamwork

- Leads and manages the team's performance in accordance with University Library processes.
- Promotes and manages the professional development of members of the team.

#### Liaison and Networking

- Develop and maintain collaborative partnerships to promote and explain University Library strategies, policies and services.
- Maintain awareness of University, library and sector issues that may impact on role of the team.
- Work collaboratively with other University Library team leaders to ensure effective delivery of services.
- Participate in professional organisations, conferences and meetings as part of CPD.

#### Service Delivery

- Responsible for the implementation of the Library's policies, working in conjunction with colleagues internal and external to the department.
- Manage the services provided by the team.

- Work consultatively with academic units to ensure the University Library resource collections meet the research, learning and teaching needs of the University.
- Assist and advise academic units in their effective use of the library budget.
- Support academic and other staff in their use of resources within a digital environment designed to promote learning and research, such as the VLE or VRE.

#### Planning and Organisation

- Co-ordinate departmental processes in conjunction with senior colleagues.
- Contribute to the development of the University Library through the planning processes.
- Plan and monitor the work of others.

#### Analysis/Reporting

- Analyse qualitative and quantitative data producing reports and identifying key issues that inform management interventions. Formulate recommendations and provide advice on the implications of the data.
- Monitor and review the use of the Library materials budget across all Faculties.
- Evaluate resources and licences to ensure they provide value for money.

#### Teaching and Learning Support

- Collaborate with other teams and support services in developing and implementing the skills support framework identified in the University's strategy.
- Support the development of information skills at all levels from new students to researchers.

Additionally the post holder will be required to:

- Fulfil the employees' duties described in the University's health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden
- Fulfil the managers' responsibilities as described in the University's health and safety policies. These duties include responsibility for ensuring that suitable and sufficient risk assessments are in place for activities within your area of control and for ensuring appropriate health and safety training is in place.
- Support staff to demonstrate their commitment to equality, diversity and anti-discriminatory behaviour. This role includes making time available for staff to undertake mandatory equality and diversity training
- Raise awareness amongst staff and support staff to fulfil their responsibilities to comply with University regulations, policies and procedures

## COMPETENCY SPECIFICATION

To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

**The Competencies set out below are essential and are core requirements** needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

| Competency                                                                                                                                                                                                                                                                                                                                          | Identified by                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Knowledge and Experience</b>                                                                                                                                                                                                                                                                                                                     |                              |
| Has a full understanding and experience of the management and development of customer services.                                                                                                                                                                                                                                                     | <b>Application/Interview</b> |
| Has good knowledge of developments in the service areas covered by the post and their provision within the sector.                                                                                                                                                                                                                                  | <b>Application/Interview</b> |
| A good relevant degree or equivalent experience.                                                                                                                                                                                                                                                                                                    | <b>Application</b>           |
| Can demonstrate an ability to lead and contribute in the development of strategic plans for the service portfolio and for the Library overall                                                                                                                                                                                                       | <b>Application/Interview</b> |
| Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development.                                                                                                                                                                                                        | <b>Application/Interview</b> |
| <b>Communication (Oral and Written)</b>                                                                                                                                                                                                                                                                                                             |                              |
| Can demonstrate the ability to communicate effectively and provide appropriate information in a suitable format to meet the needs of the audience.                                                                                                                                                                                                  | <b>Application/Interview</b> |
| <b>Teamwork and Motivation</b>                                                                                                                                                                                                                                                                                                                      |                              |
| Can demonstrate the ability to have responsibility for a service/function. Clarifies the requirements of the tasks to meet the overall goals and objectives. Monitors progress and takes appropriate action to deal with difficulties and conflict. Identifies development and training needs of the team, monitors performance and gives feedback. | <b>Application/Interview</b> |
| <b>Liaison and Networking</b>                                                                                                                                                                                                                                                                                                                       |                              |
| Can demonstrate the ability to work across the University and/or externally to build and strengthen working relationships. Actively pursues a shared interest and works jointly to influence events and decisions.                                                                                                                                  | <b>Application/Interview</b> |
| <b>Service Delivery</b>                                                                                                                                                                                                                                                                                                                             |                              |
| Can demonstrate the ability to adapt the service and systems to meet the needs of the customer and identify ways of improving standards. Takes action to resolve issues and complaints. Collates feedback and views from customers and keeps up to date with changing needs to inform service development/adjustments.                              | <b>Application/Interview</b> |
| <b>Decision Making</b>                                                                                                                                                                                                                                                                                                                              |                              |
|                                                                                                                                                                                                                                                                                                                                                     | <b>Application/Interview</b> |

Can demonstrate the ability to consider the wider impact of decisions, assesses possible outcomes and their likelihood. Uses judgement to make decisions with limited or ambiguous data and takes into account multiple factors. Distinguishes between the need to make a decision, when to defer and when not to take a decision.

**Planning and Organisation**

**Application/Interview**

Can demonstrate the ability to agree objectives and requirements for the team or area of operation. Monitors overall progress of project or area of operation and ensures corrective action is taken.

**Initiative and Problem Solving**

**Application/Interview**

Can demonstrate the ability to investigate problems to identify their cause, takes action to prevent recurrence of problems and considers possible solutions to identify those which offer wider benefits.

**Analysis/Reporting**

**Application/Interview**

Can demonstrate the ability to select appropriate methods for data gathering and analysis. Gathers data thoroughly and accurately and subjects it to rigorous analysis. Obtains additional data if required.