JOB PROFILE FORM



1. JOB DETAILS

WAP (Admin ONLY):

Position Title: Customer Outcomes Lead

Business Unit / Group: Asset Operations and Response, Asset Services Group

Reports to (Name / Title): Kristen Knight, Deputy General Manager

Number of Direct Reports: n/a

2. WHAT DOES THIS JOB DO?

Job Purpose:

The Customer Outcomes Lead plays a critical strategic role in embedding customer outcomes across the entire asset lifecycle. The position is responsible for ensuring that customer considerations are systematically incorporated into the planning, delivery, and governance of asset-related activities, including delivery of water and sanitation services, planned and unplanned works, capital delivery programs and emergency management.

Responsibilities:

Strategic & Technical Leadership

- Provide advocacy, strategic and technical leadership for customer outcomes across the asset lifecycle.
- Provide strategic direction to ensure asset management practices align with customer expectations, regulatory requirements and community impact considerations.
- Represent customer interests in asset planning and investment forums, business case reviews, asset delivery and strategic decision-making processes.
- Act as the subject matter expert and advocate for customer considerations in asset planning, including risk assessments, prioritisation models, and long-term infrastructure strategies.
- Provide expert advice and guidance on best practices and regulatory expectations / change regarding customer engagement in the asset domain.
- Identify customer service impacts of asset investment and operational strategies to enable effective trade off decisions and service recovery design.

Customer Frameworks & Standards – Ensure customer is embedding in existing frameworks including:

- Asset management
- Risk management
- Procurement
- Product quality
- Servicing strategies

Customer Insights and Improvements

- Identify policies, business rules, processes or practices that are causing poor customer outcomes and recommend improvements

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- Identify, influence and implement customer improvement initiatives that enhance the customer experience in the context of asset operations.
- Effectively advocate for systemic changes to organisational practices to better reflect and respond to customer needs.

Governance & Assurance

- Monitor customer outcomes and identify areas of opportunities within the teams responsible for the outcomes
- Build capacity in others to ensure the customer is an equal partner in decision making
- Contribute to audit, compliance, and service review activities related to customer and community impact.
- Oversee application of risk management principles to customer experience, including leading the development and review of contingency plans, risk assessments, change control plans and improvement initiatives

Incident Management

- In partnership with the Emergency Management Partnerships Officer and Emergency Management team, develop and embed customer management frameworks, tools and procedures across the emergency management lifecycle: Prevention, Preparedness, Response and Recovery.
- Lead or act as subject matter expert during incidents and emergencies, including participation with delivery of customer response plans and public information.
- Conduct customer-focused post-incident reviews to capture insights, lessons, and improvement opportunities. Lead the integration of these learnings into standard business practices.

Relationships and Stakeholder Engagement

- Build strong working relationships with key stakeholders, suppliers and partners, fostering collaboration and teamwork.
- Influence at all levels and actively drive change with internal and external partners to achieve deliver improved outcomes for customers, communities, and business.
- Establish and maintain a strong working relationship with Melbourne Water and the metropolitan and the wider water industry to strengthen YVW's knowledge base, share our experiences with the broader industry and influence policy outcomes.

3. WHAT ATTRIBUTES ARE REQUIRED TO UNDERTAKE THIS JOB?

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	**Level of Skill/ Experience** i.e. Basic / intermediate/ Advanced	**Years of Experience** (optional)

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Demonstrated capabilities in effectively using change management principles, techniques & tools to motivate and drive change initiatives.	Advanced	
Developing and managing customer change programs.	Intermediate	
Experience in developing operational customer strategies to uplift and transform service delivery performance.	Advanced	
Experience in developing customer frameworks, repeatable models or approaches that guide how the organisation considers, responds to, and manages customer impacts in a service delivery setting.	Intermediate	
Determining, analysing and reporting key performance data	Advanced	
Experience applying design tools and techniques for human-centred problem solving.	Intermediate	
Demonstrated understanding and experience with business process analysis and redesign.	Intermediate	
Stakeholder management; including negotiation, influence and collaborative problem-solving skills.	Advanced	
Business case development and writing, with the ability to balance service with financial outcomes.	Intermediate	
Ability to understand and apply regulatory obligations in service delivery.	Advanced	
Project management and governance	Intermediate	
Problem solving skills that enable you to work with ambiguity and uncertainty	Advanced	
Ability to work at a senior level, including working autonomously and influencing senior leadership	Advanced	

3B. WHAT DEVELOPMENT BUILDS THE CAPABILITY FOR THIS ROLE?

	Mandatory/ Highly Desirable/ Suggested?	**Method of Training** (e.g. certificate, ticket, observation, on-the-job etc....)	**Renewal Required** (Y/N/Unsure)	**Renewal Frequency** (e.g. Never, 1 year, 5 years etc....)
Qualifications / Certificates				
A relevant tertiary qualification in business management, customer experience/user experience design	Highly desirable	Degree		
Customer experience certification (UX design, human-centred design, etc)	Highly desirable	Certificate / on the job		

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Project management	Highly desirable	Certificate / on the job		
AIIMS Emergency Management – Public Information	Desirable	Training		
Community Engagement (IAP2)	Desirable	Training		

3C. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes *i.e., such as resilience, emotional intelligence*	• High emotional intelligence and empathy • Systems thinker with a drive for continuous improvement • Collaborative and adaptable • Comfortable challenging the status quo to drive transformation • Curious, courageous and resourceful problem solver • Works well with others, respectful, collaborative, supportive

3D. WHAT ARE THE KEY PHYSICAL, OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements *i.e. required to lift heavy boxes* *Note: some field-based roles will need to complete additional requirements for the role (Complete this form here)*	Predominantly desk-based role
Key requirements *i.e. required to lift heavy boxes* *Note: some field-based roles will need to complete additional requirements for the role (Complete this form here)*	Hybrid working - meeting stakeholders, leaders and impacted teams at the Mitcham office and at other sites as directed (e.g. treatment plants or other external sites) to build a strong understanding of the YVW "business" and to develop effective relationships.

4. WHAT CAREER PATH IS POSSIBLE IN THIS ROLE

Role before (Name, Team, Division)	Capability & Experience Manager, Asset Services, Delivery Performance & Partnerships Service Experience Manager, Service Experience Team, Customer Care. Case & Claims Manager, Case Management, Service Response.
Role after (Name, Team, Division)	Divisional Manager, Customer Transformation & Technology Divisional Manager, Service Response