

## **Job Description**

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|---------------------------|-----------------------------------------|
| <b>Role Title:</b>        | Omni-Channel Digital Experience Manager |
| <b>Dept:</b>              | Student Experience and Support          |
| <b>Reference:</b>         | MPF4247                                 |
| <b>Grade:</b>             | 8                                       |
| <b>Full or Part time:</b> | Full time                               |
| <b>Hours:</b>             | 1.0 FTE                                 |
| <b>Reports to:</b>        | Head of Customer Contact Technologies   |

## **Role Purpose**

The Omni-Channel Digital Experience Manager plays a critical role in shaping and enabling consistent, connected and accessible omni-channel customer experiences.

They make sure that customer-facing teams can deliver seamless and efficient support across the end-to-end customer contact journey; this includes askUS, as the single front door, and specialist teams across Student Support, Academic Registry, Schools, Income and Treasury, and Library, Student Careers and Skills.

The Omni-Channel Digital Experience Manager does this by ensuring the University's customer contact technologies, digital journeys, knowledge, data and ways of working are integrated, governed, adopted consistently and continually improved. Key technologies include CRM, the website and knowledge base, telephony, ChatBot, live chat, communication tools and portal/web forms. The role ensures these technologies work together to support a consistent omni-channel experience, with CRM maintained as a reliable single source of truth. The role promotes effective use of customer contact patterns and web data to improve service delivery, operational performance and customer outcomes.

The Omni-Channel Digital Experience Manager acts as a key bridge between customer-facing service teams, technology colleagues, product owners, data specialists, content owners and suppliers. It ensures customer contact technologies, digital processes and service knowledge are consistently embedded across teams and continually enhanced in line with business and customer needs.

The role supports the University's "shift left" approach by reducing avoidable contact and failure demand, strengthening knowledge, automation and self-service, and making it easier for customers to access the right support at the right time. It plays a central role in enabling more proactive, accessible and insight-led customer experiences across contact channels, while supporting operational efficiency.

## **Principal Duties & Responsibilities**

### **Leadership and Team Management**

- Lead, coach and support a high-performing Omni-Channel Digital Experience Team, fostering a collaborative, purpose-driven culture that focuses on delivering business and customer value through effective use of technology.
- Operate effectively within a matrix environment, coordinating cross-functional colleagues, partners and teams whilst maintaining clear accountability for performance, development and delivery of the work in the Omni-Channel Digital Experience Team portfolio.

### **Omni-Channel Digital Experience Ownership**

- Own and lead the University's approach for omni-channel digital experiences, ensuring colleagues understand how and why to use systems, workflows and data consistently to effectively deliver business operations.
- Work in partnership with change, training, communications and operational colleagues to support joined-up engagement and narrative across the omni-channel technologies ecosystem, playing a key role with wider colleagues on adoption, confidence building, and the embedding of consistent ways of working.
- Maintain and embed the operating model for omni-channel technologies across the end-to-end journey and multiple teams and touchpoints, including clear roles, responsibilities, ways of working, governance routes, decision-making forums and escalation pathways.
- Define and monitor adoption, usage and benefits measures for omni-channel digital systems across the holistic end-to-end journey, sharing insight with operational leaders and specialist change colleagues to target support, improve practice and demonstrate impact.

### **Product Leadership, Release Support and Governance**

- Act as the key business interface with technical and development colleagues for omni-channel technologies release management, regression testing, user acceptance testing, hypercare and release support.
- Maintain a clear, consistent, University approach to customer contact and case management through strong product leadership and effective application of governance and controls.

- Translate operational needs into clear business requirements, working with product and business owners, subject matter experts and strategic CRM Domain owners to support prioritisation based on value, roadmap development and joined-up decision making.
- Create and own communication, engagement and readiness plans for release management, product enhancements, new capabilities and process updates, ensuring colleagues are informed, prepared and supported.
- Work with suppliers and internal partners to manage service performance, resolve issues, support product development and ensure omni-channel technologies continue to meet business needs.

### **Knowledge, Insight, Quality and Consistency**

- Promote and maintain strong institutional CRM discipline, data quality and consistent case management practice so that customer contact records provide a reliable source of truth for service delivery, reporting and improvement.
- Own the knowledge management framework and "shift left" approach across customer contact channels, partnering with knowledge owners to ensure content is accurate, searchable, governed, up to date and actively used in customer interactions.
- Develop and maintain knowledge management workflows, including approvals, review cycles, deprecation, feedback loops and analytics to monitor knowledge effectiveness.
- Use insight and analytics from across website, knowledge and customer contact data to identify trends, root causes, avoidable contact, failure demand and opportunities for service improvement.

### **Continuous Improvement, Customer Journey and Innovation**

- Deliver continuous improvement initiatives across customer experience and enabling technologies, ensuring activity is aligned with University change control processes, operational priorities, business value, and customer need.
- Work with operational service owners across the organisation to improve customer journeys across contact channels, ensuring technology, knowledge, process and data are aligned to create a consistent customer experience.
- Identify opportunities to improve self-service, automation and proactive support, helping the University to reduce avoidable contact and make it easier for customer to access the right support at the right time.

- Ensure customer-facing technologies, knowledge and digital process are accessible, inclusive and designed around needs of diverse customer groups.

### **Risk, Compliance and Corporate Responsibilities**

- Proactively manage risks, issues and dependencies relating to system performance, service operation, adoption, compliance, data quality and business continuity.
- Ensure that risks relating to non-compliance with statutory and regulatory requirements are brought to the attention of the University and measures are put in place to mitigate and manage these risks.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- Engage with the University's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy.
- Fulfil any other duties commensurate with the grade of the post, as requested by the Director.

### **Generic Duties**

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

## **Person Specification**

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

### **Qualifications**

1. Degree and/or relevant experience (E)
2. Evidence of commitment to ongoing professional development (E)

### **Background and Experience**

3. Experience of leading teams and working effectively within a matrix environment to deliver business, customer experience or technology-enabled change (E)
4. Experience of providing business ownership, product leadership or enablement for CRM, case management or customer contact technologies, including release management, adoption and benefits realisation (E)
5. Experience of working across interconnected customer contact technologies, systems, data and processes to support joined-up service delivery and improved customer experience (E)
6. Experience of knowledge management, content governance or service information management across customer-facing channels (E)
7. Experience of developing or embedding operating models, governance arrangements, roles and responsibilities, decision-making routes and escalation pathways across multi-team environments (D)

### **Knowledge**

8. Strong understanding of CRM, case management and customer contact technologies, and how they support consistent customer experience, data quality, reporting and service improvement (E)
9. Understanding of automation, AI and emerging technologies in customer service contexts, including the need for safe, ethical and governed use (E)
10. Understanding of customer journey, channel management, self-service and shift-left principles in a complex service environment, and the importance of accessibility, inclusion and user centred design (E)
11. Working knowledge of enterprise technology environments, including cloud-based systems, SaaS products, integration considerations and operational service dependencies (D)

### **Skills and Competencies**

12. Proven ability to synthesize detailed, complex information into clear and compelling recommendations and briefings (E)

13. Ability to build high-performing, customer-focused teams and create a culture of collaboration, accountability and continuous improvement (E)
14. Excellent communication, interpersonal, negotiation and influencing skills, with the ability to engage confidently with colleagues at operational, tactical and strategic levels (E)
15. Ability to work at pace across a complex matrix environment, balancing competing priorities while maintaining focus on outcomes and customer value (E)
16. Strong change management and stakeholder engagement skills, with the ability to build shared ownership, support adoption and bring colleagues with you through change (E)
17. Ability to translate between business needs, technical requirements and customer outcomes, using clear language that supports shared understanding and decision-making (E)
18. Personal credibility and the ability to model appropriate professional, ethical and collaborative behaviours and engender collaboration, trust and respect at all levels within the organisation (E)