

Job Description

Job title	Head of Customer Transformation
Profession	Strategy & Change
Band	C
Directorate	CCO (Customer)
Accountable to	Customer Transformation Director

Job Purpose:

The role will influence and develop seamless and great customer experience across the organisation, by leading on the design, implementation and architecture of end-to-end omnichannel customer journeys. Responsible for supporting the delivery of SNG corporate plan.

Financial responsibility: circa £250k per annum (Operating Budget); circa £4million per annum (Customer Transformation)

People responsibility: 5 direct and indirect reports

Autonomy:

Within the broad direction set by the Customer Transformation Director, the role will define SNG's customer experience (CX) strategy, developing an omnichannel approach to customer journeys and a data-led customer segmentation.

Key Accountabilities:

- Lead on the design of the omnichannel design across the organisation through collaboration with managers, subject matter experts, Solution Architects, Process Managers as well as Customer Insight, Customer Engagement, Digital and Change teams.
- Execute the role of project sponsor, as part of the organisational transformation programme. Accountable for business case development, the project success, and cross project collaboration. Accountable for benefit realisation and building out of the customer experience design, utilising strategic planning skills and high project sustainability to achieve deliverables.
- Set the standard and application for customer journey mapping for the organisation to embed a customer-centred approach to service design. Use co-creation and an iterative design approach to developing products and services, leveraging data and customer insight to inform decision making and track performance.
- Create a customer journey and lifecycle architecture for the organisation which is closely aligned to the process architecture and facilitates the mapping of journeys across all services.
- Develop and enable customer journey analytics, ensuring seamless integration between the required customer systems including but not limited to the Customer Service Platform, Dynamics 365 and the core Housing and Property systems.
- Drive the migration of appropriate customer interactions towards digital and self-service channels while ensuring inclusive access for vulnerable customers.

- Identify, evaluate and implement opportunities for automation, AI and emerging technologies to improve customer outcomes, colleague productivity and organisational efficiency.
- Accountable for the measurement and realisation of customer, operational and financial benefits arising from transformation activity.
- Oversee the adoption of new services, processes and technologies through effective change management, stakeholder engagement and colleague capability building.
- Manage the commissioning of market research and customer journey reviews to identify strengths, weakness, opportunities, and threats in customer value propositions.
- Lead the development and application of segmentation, personas and behavioural analytics to drive personalised services, improve digital adoption, reduce customer effort and inform service and transformation priorities through data-led decision making.
- Deliver transformative experiences for customers using disruptive interventions and managing significant complexity across the organisation.
- Develop SNG's reputation for Thought Leadership in the sector through participation in relevant networks, speaking opportunities, and media opportunities.
- Ensure compliance with all necessary regulations including the Consumer Standards.
- Keep abreast of innovation within the customer experience sector and influence the organisation to respond accordingly.
- Manage annual budgets, ensuring effective monitoring and forecasting of expenditure in compliance with Financial Regulations.
- Develop a communication programme and plan to share customer-centric improvements, motivating colleagues across SNG and fostering a Customer-First Culture.

Leadership

- Manage the Customer Transformation team with a focus on articulating a clear vision, providing direction, and fostering a culture of accountability, high performance, and continuous improvement.
- Allocate resources efficiently and effectively within the team, managing workload and priorities.
- Ensure oversight of relevant systems, processes, policies, and resources to ensure that the Customer Transformation team provide professional, reliable, and responsive services to the business.
- Implement SNG's corporate plan and objectives within it.
- Promote equality, diversity, and inclusion efforts to ensure an inclusive and supportive work environment in line with SNG's policies and procedures.
- Encourage and support employee wellbeing, engagement, development and mentorship and my performance objectives.
- Take ownership of people related matters and work with the relevant support teams.

General

- Role model SNG's values and leadership behaviours, fostering an environment of trust, transparency, inclusion, and employee wellbeing.

- Proactively promote the Everyone Safe and Well vision and principles, guiding by example to create a positive environment where health, safety and wellbeing are integral values for all colleagues.
- Participate in learning and development opportunities and activities that develop personal effectiveness and assist in improving performance in the role. Ensure all core and mandatory training is completed and kept up to date.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and to meet the changing needs of the organisation.

Knowledge and Skills:

Essential

- In-depth knowledge of service design including the development of offline and online journeys.
- Ability to work within an ambiguous environment and lead teams through change.
- Ability to influence and build relationships at all levels across the organisation.
- Excellent awareness of Project Management skills and methodologies (including Agile) with the ability to balance multiple projects and to judge priorities while ensuring accurate outputs.
- Strong communication skills, including an ability to offer and receive challenge in a constructive, straightforward, and open manner.
- Sound decision making and critical thinking skills.

Desirable

- Experience of leading large-scale customer transformation programmes.
- Knowledge of Digital Experience and User Experience, including Conversion Rate Optimisation and Journey Analytics.
- Comfortable presenting and delivering feedback at Executive and Board level.
- Experience prototyping and developing digital solutions, alongside digital adoption strategies.
- Track record of working collaboratively across services in pursuit of objectives, including the ability to balance business priorities with operational, financial and customer performance related targets.
- Strong facilitation and workshop management skills to enable effective customer journey mapping.

This is an overview of the job and will be periodically reviewed and updated to ensure that the job description fully reflects the responsibilities required of the post holder.

Version	Job code	Author	Date created/modified	Effective date
1.0	5172	Richie Rumbelow	09/2026	09/2026
2.0				