



POSITION DESCRIPTION

Position Descriptions form a part of an integrated planning process to ensure that individual performances align with the strategic and corporate directions for the City. The Position Description also provides the basis on which selection criteria for the position are determined.

POSITION TITLE:	COMMUNITY EXPERIENCE COORDINATOR
WORKPLACE AGREEMENT:	CITY OF SALISBURY MUNICIPAL OFFICERS ENTERPRISE AGREEMENT NO. 16, 2025
CLASSIFICATION:	MOA Level 6
DEPARTMENT / DIVISION:	CORPORATE DEVELOPMENT/ BRAND, COMMUNICATIONS AND EXPERIENCE
POLICE CLEARANCE:	NOT REQUIRED
REPORTS TO:	LEAD, COMMUNITY EXPERIENCE
DIRECT REPORTS:	NIL
POSITION NUMBER:	001418

POSITION OBJECTIVES:	• Provide support for Council's CRM system to be maintained and enhanced through continuous review and engagement. • Provide support for Council's Contact Centre phone system and utilise the system to monitor and report on interactions to support continuous improvement. • Lead continuous improvement across the organisation and for our community by leveraging existing systems. • Deliver insights, advice and training to the organisation to support the delivery of an exceptional community experience.
VALUES AND BEHAVIOURS:	These Values empower us to REACH towards our Vision, deliver exceptional community experiences, quality outcomes and a great place to work. Respectful • Create a sense of belonging & pride in the Salisbury community • Respect individual differences • Speak up when you don't feel respected, or are not being treated respectfully • Look after the wellbeing of our community, ourselves and those around us Empowerment • Take initiative and act with confidence • Make informed decisions and own the outcome • Share ideas, feedback and solutions • Learn and grow while supporting others to do their best work Accountable • Take personal ownership and follow through • Deliver on what we say we will do

	• Believe that the Community comes first • Speak up when it is important Collaborative • Work together, committed to a common purpose • Openly share information • Find ways to connect people for better outcomes Helpful • Listen and focus on what we can do • Create new futures and look for opportunities • Make a positive difference
KEY RESPONSIBILITIES:	• Promote and support the use of Council's CRM system to ensure continuous improvements. • Monitor the Salesforce Support inbox and provide specialised system support, escalating for technical support when required. • Complete basic functional system improvements on Council's CRM system. • Work with a range of leaders and stakeholders across the organisation to understand and implement improvements to enhance end to end customer experiences. • Schedule and deliver CRM system upgrades and enhancements, including the management of regression testing. • Leverage systems to analyse data and inform, lead and implement process improvements across all aspects of community experience. • Produce reports as required for Executive and Senior Leaders. • Design, develop and facilitate training sessions for the organisation to ensure the delivery of an exceptional community experience. • Monitor and update CRM and phone system training materials and user guides to ensure they are kept current. • Provide quality control within Council's Contact Centre phone system, developing reports and monitoring interactions to support the Community Experience team in continuous improvement.
WHS RESPONSIBILITIES:	• Observe and comply with all health and safety policies and procedures within the City of Salisbury including all safe operating procedures or instructions. • Take all reasonable steps to ensure personal safety and that of others is not put at risk through any act or omission in relation to the above. • Report any identified hazards, incidents including near misses or injuries which arise in the course of work, using the systems and/or documentation available for such reporting. • Fulfil individual requirements to meet any documented WHS objectives arising from biannual performance and development reviews. • Not endanger personal safety or that of others by undertaking work whilst under the influence of alcohol or a drug in breach of Council's Drug and Alcohol Policy. • Undertake WHS training where required, in order to perform duties (refer to WHS Competency Assessment).
GENERAL RESPONSIBILITIES:	• To comply with the City of Salisbury Code of Conduct and all other policies and procedures adopted by the City of Salisbury as varied from time to time. • To manage all Corporate Records in accordance with required procedures.

	Responsible for purchasing goods and services in accordance with purchasing guidelines and delegated financial limits.
COMPETENCIES:	To be determined and written into the individual training plan upon commencement – see Organisational Wellbeing
ESSENTIAL SELECTION CRITERIA:	- Ability to work under limited direction to assess and configure software systems which manage customer communications and service requests. - Ability to work with staff across the organisation, of all levels, to provide specialist systems advice and ensure best practice community experience and systems. - Clear communication, presentation, and written skills. - Proficient computer skills in Microsoft Office software packages, information systems, telephone systems and corporate IT systems including Salesforce, Pathway and Objective. - Knowledge and understanding of best practice customer service frameworks and methodologies. - Extensive interpersonal including listening, empathy, sensitivity to particular needs and individual differences, assertiveness, confidence, and the ability to stay calm in difficult situations. - Ability to solve complex problems and work with others to implement solutions. - An understanding of the Salisbury Community, environment, services, businesses and people. - A good understanding of legislation relating to Local Government.
DESIRABLE SELECTION CRITERIA:	- Demonstrated experience in a customer focused service delivery environment. - Experience in change management processes.
SPECIAL CONDITIONS:	Expected to attend relevant committees and Council meetings. Some out of hours work may be required.
EXTENT OF AUTHORITY:	Responsible for purchasing goods and services in accordance with purchasing guidelines and delegated financial limits.

POSITION INCUMBENT NAME:	SIGNATURE:	DATE: