

Employment Information Package



Team Leader Customer Experience

Position number: POS1917

Enquiries:

Name: Fleur Marshall

Position: Senior Leader Stakeholder Experience

Phone: 03 6323 3258

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Application closing date: 3PM, MONDAY 26 JANUARY 2026

📍 Town Hall
18-28 St John Street
Launceston TAS 7250

✉️ PO Box 396
Launceston
TAS 7250

📞 03 6323 3000
✉️ contactus@launceston.tas.gov.au
🌐 launceston.tas.gov.au

 **City of
LAUNCESTON**

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Address applications to:

Senior Leader People and Culture

City of Launceston

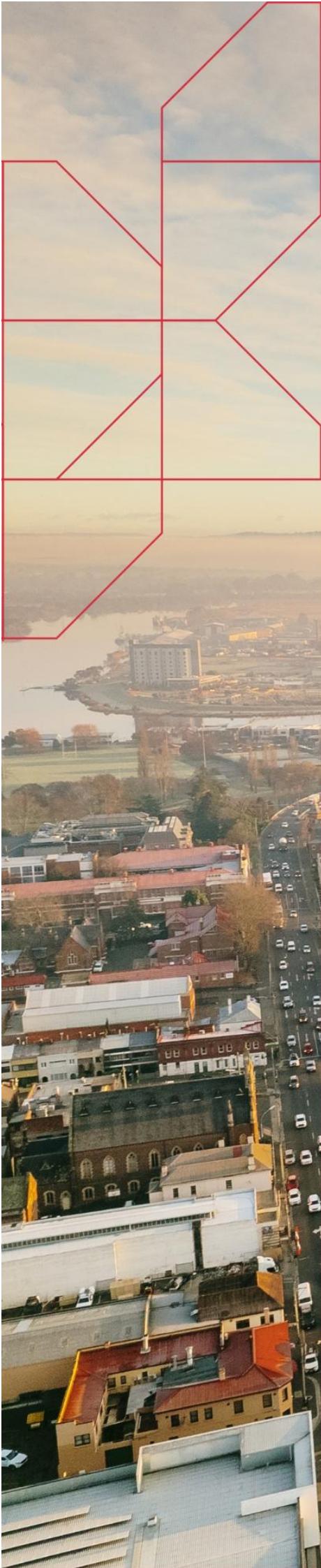
PO Box 396

LAUNCESTON TAS 7250

Email address: contactus@launceston.tas.gov.au

When emailing your application, attachments should be sent in either Word (.doc/.docx), PDF (.pdf), TIFF (.tiff), JPEG (.jpg) or Excel (.xls/xlsx) formats.





About the City of Launceston

Launceston is the regional hub of Northern Tasmania and enjoys a rich natural and social history. Located at the head of the picturesque Tamar Valley, the Launceston region is renowned for its award-winning wines, gourmet dining experiences, magnificent natural features and friendly residents.

Our city is human scale. A series of green and wild spaces linked by heritage streetscapes and thoughtful adaptions. A real blend of old-world and new, tradition and innovation.

The City of Launceston municipal area covers an area of 1,405 square kilometres with a population of around 71,000 residents.

The City of Launceston is Tasmania's largest municipal council in terms of population and revenue. Launceston boasts all the major facilities of a much larger city, many of which are owned and operated by the City of Launceston.

The City of Launceston is served by 12 Councillors, including the Mayor and Deputy Mayor.

Click [here](#) to view City of Launceston's strategic and annual reporting.

The City of Launceston is recognised as an Employer of Choice by the Tasmanian Government.

An Employer of Choice is a workplace that demonstrates contemporary workplace practices and provides outstanding support for its staff.

Employee benefits offered by the City of Launceston include:

- Our employees have access to discounted health insurance options through St Luke's Health and BUPA.
- Employees have access to a free EAP service, which provides support and counselling for personal and work related issues, coaching and advice for leaders and counselling assistance for immediate family members.
- We are committed to providing a working environment that is sufficiently flexible to meet the operational requirement and workload demands of the City of Launceston while accommodating, where possible, the needs of our employees.
- Discounted membership at Launceston Leisure & Aquatic Centre.
- Discounts at the QVMAG Gift Shop.
- Additional leave: employees may request to purchase an additional two or four week's additional leave per year to help manage family/carer responsibilities or other special circumstances



Organisational values

At the heart of our organisation are our four organisational values. Our employees are expected to adhere to, support and promote our values at all times.

Our aim is to attract and retain people who share our values and want to be a part of our positive workplace culture. Before submitting your application, please review our values and decide if they are a good fit for you.



OUR PEOPLE MATTER

- We value clear and open communication
- We support and encourage each other
- We respect diversity
- We recognise individual needs, experience and strengths



WE CARE ABOUT OUR COMMUNITY

- We take pride in our work and pursue a standard of excellence
- We genuinely listen, and value collaborative relationships
- We strive towards the best outcome for our community
- We make responsible and sustainable decisions



WE BRING AN OPEN MIND

- We actively seek opportunities to continuously improve
- We respect and explore different ideas and perspectives
- We embrace change that leads to positive outcomes
- We value innovation and creativity



WE GO HOME SAFE AND WELL

- We show care for people and look out for one another
- We speak up and support others to be healthy and safe
- We take personal responsibility for our own health and wellbeing
- We value work-life fit

Information for applicants

**At the City of Launceston,
diversity isn't just
something we celebrate –
it's key to our success.**

The most welcoming and innovative workplaces thrive because of diverse perspectives, backgrounds and experiences. That's why we welcome people of all identities, abilities, and cultures to be part of our team.

Even if you don't think you tick every box, we encourage you to have a go at telling us about yourself by addressing the selection criteria and apply. We're committed to creating an inclusive, flexible and supportive environment where everyone has the opportunity to succeed and contribute to something bigger – our community.

Join us and help shape a city that reflects the diversity, energy and potential of the people we serve.

**City of Launceston adheres
to the principles of a child
safe organisation and is
committed to the care and
protection of all children
and young people.**

Please read this information carefully, as it will help you with the preparation of your employment application.

When applying for this position, you must provide the following documentation:

1. Covering letter
2. Statement addressing the selection criteria (highlighted criteria only)
3. Resume

The online Application for Employment can be [accessed here](#)
(you will be asked to attach your supporting documentation)

1. Your covering letter should introduce you and explain why you are applying for the role.
2. All recruitment and selection decisions are based on merit. The most suitable person in terms of skills, knowledge, qualifications, relevant experience, alignment with organisational values and work attitudes is selected for the position. Selection is based on the assessment of each application in relation to the selection criteria identified in the position description. The position description is included later in this information kit.

The selection criteria consists of the qualifications, knowledge, skills, attitudes and abilities required to successfully perform the role. You must provide a statement that addresses each highlighted selection criterion for the role. Your statement should include examples that demonstrate how you meet each criterion.

Please see information here on how to address the [Selection Criteria](#).

3. Your resume should provide details of your qualifications, work history, special skills, training and competency details and referees, plus any other information that may support your application. Be clear and informative. Include the names, position titles, addresses and telephone numbers of at least two work referees.

If we can assist you with any reasonable adjustments in order to submit your application for this role, please contact the People and Culture Team via email at contactus@launceston.tas.gov.au, noting your preferred method of communication and contact details and a member of the team will be in touch

Recruitment steps

- 1. Application received**
- 2. Shortlisting**
 - Shortlisted applicants will be contacted by telephone or email to arrange an interview.
 - Unsuccessful candidates will be advised by email.
- 3. Interview**
- 4. Pre-Employment Checks:**
 - Reference Check
 - Police Check
 - Medical Assessment
 - Drug and Alcohol screening

All costs covered by City of Launceston

- 5. Suitability determination and preferred candidate identified**
- 6. Letter of Offer**



General conditions of employment

Position title	Team Leader Customer Experience
Employment terms	Full Time
Working pattern	19 Day Month
Total remuneration	\$114,391 - \$130,196 per annum* <i>*Total remuneration includes superannuation, as detailed below</i> Base salary \$99,255 - \$112,968
Superannuation	Employer contribution of 15.25%

- **Annual leave:** employees are entitled to 4 weeks (pro-rata for part-time employees) annual leave per year, plus leave loading.
- **Personal leave (for sick and carer's leave):** employees are entitled to two weeks (pro-rata for part-time employees) personal leave per year, if they are unable to attend work due to personal illness/injury or to provide care for a spouse/partner or immediate family member.
- **Paid parental leave:** employees are entitled to fourteen weeks paid (or twenty eight weeks at half-pay) parental/adoption leave for the primary carer; two weeks paid leave for the secondary carer.
- **Long Service Leave:** Long service leave applies after 7 years continuous service.

The City of Launceston Enterprise Agreement 2021 is available [here](#)

The City of Launceston Leisure and Aquatic Centre Enterprise Agreement 2022 is available [here](#)

Position Description

PF NUMBER:		POS NUMBER:	POS1917
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POSITION TITLE:	Team Leader Customer Experience
AWARD CLASSIFICATION:	Grade 6
EMPLOYEE:	
TEAM:	Stakeholder Experience Customer Experience
REPORTS TO:	Senior Leader Stakeholder Experience
PREPARED BY:	Ali Kemp
DATE:	October 2025

APPROVED BY:	
NAME:	Ali Kemp
POSITION:	Executive Leader Connections and Liveability
SIGNATURE:	

POSITION PURPOSE (Why does this position exist)
<p>The Team Leader Customer Experience is responsible for leading and continuously improving the City of Launceston's customer experience and service delivery.</p> <p>This role manages the Customer Experience team while driving initiatives that enhance the overall customer journey across all interaction channels. The position champions a customer-first culture, builds organisational capability, and ensures that systems, processes, and people deliver responsive, consistent, and empathetic service experiences.</p> <p>Working closely with leaders across the organisation, the role integrates customer insights, feedback, and data to design and implement service improvements that align with Council's strategic objectives and values.</p>

City of Launceston is a values-based organisation, which means that we employ people who share and display Our Values

OUR VALUES



Our people matter

- we value clear and open communication
- we support and encourage each other
- we respect diversity
- we recognise individual needs, experience and strengths



We care about our community

- we take pride in our work and pursue a standard of excellence
- we genuinely listen, and value collaborative relationships
- we strive towards the best outcome for our community
- we make responsible and sustainable decisions



We bring an open mind

- we actively seek opportunities to continuously improve
- we respect and explore different ideas and perspectives
- we embrace change that leads to positive outcomes
- we value innovation and creativity



We go home safe and well

- we show care for people and look out for one another
- we speak up and support others to be healthy and safe
- we take personal responsibility for our own health and wellbeing
- we value work-life fit

Accountabilities	Activities/Tasks include:	Success looks like ...
Leadership		
City of Launceston's Values	<p>Behave in a way that supports the City of Launceston's values.</p> <ul style="list-style-type: none"> • Our people matter • We care about our community • We bring an open mind • We go home safe and well 	Demonstrates, through behaviour, an alignment to and an understanding of Our Values.
People Leadership	<p>Engage and motivate employees, develop capability and potential in others and role model a safe and constructive culture, in line with Our Values.</p> <p>Communicate organisational goals, priorities and vision and recognise achievements.</p> <p>Communicate clearly and respectfully, listen and encourage input from others.</p> <p>Create an environment where our workforce adapts and responds to changing needs.</p> <p>Achieve results through efficient use of resources and a commitment to quality outcomes</p>	<p>Roles and responsibilities are clearly defined and understood.</p> <p>Clear performance standards and goals are set and monitored.</p> <p>Regular, clear and constructive two-way feedback is provided and received.</p> <p>Learning and developing opportunities are made available.</p> <p>A supportive and well-performing team environment is maintained.</p>
Resource Management - financial, equipment, technology	<p>Manage budget and procurement processes within authorisations and policy requirements and demonstrate financial responsibility.</p> <p>Use, allocate and maintain plant and equipment appropriately.</p> <p>Use technology and information to maximise efficiency and effectiveness.</p>	<p>Budgets are monitored and accurately maintained.</p> <p>Plant and equipment is fit for purpose.</p> <p>New and existing technologies are utilised effectively.</p>
Service Planning & Delivery	<p>Plan and prioritise work in line with organisational goals and adjust to changing priorities.</p> <p>Think, analyse and consider the broader context to develop practical solutions to solve problems.</p> <p>Encourage and suggest new ideas and demonstrate a commitment to continuous improvement.</p> <p>Achieve results through efficient use of resources and a commitment to quality outcomes.</p> <p>Commit to delivering community focused services in line with strategic goals.</p>	<p>The team is clear on their priorities.</p> <p>Work practices are continually reviewed and improved.</p> <p>Outcomes are reviewed, with successes recognised and mistakes becoming a learning opportunity.</p> <p>Customers are responded to and feedback is sought.</p>

Accountabilities	Activities/Tasks include:	Success looks like ...
Safety & Risk Management	<p>Ensure safety and risk management practices form part of all work activities.</p> <p>Ensure the Safety Circle learnings are practiced and encouraged.</p>	Safety and risk considerations are reflected in work activities.
Collaborate	<p>Work collaboratively within your team and across other teams.</p> <p>Support delivery of the Team's strategic and annual plan actions.</p> <p>Work with other teams as relevant to technical role accountabilities.</p>	<p>Team meetings that encourage input from team members.</p> <p>Collaborative opportunities are sought across other teams.</p>
Innovation	<p>Encourage and be proactive in developing a culture of introducing new and improved work practices and projects within your team and other teams.</p>	Improved work practices and projects.

Technical

Customer Experience Strategy and Design	<p>Lead initiatives to improve customer experience across all Council interactions.</p> <p>Develop and implement tools, frameworks, and feedback mechanisms that capture customer insights and satisfaction trends.</p> <p>Partner with internal teams to simplify processes and reduce friction for customers.</p>	<p>A clear customer experience strategy is embedded and delivering outcomes.</p> <p>Customer feedback drives continuous improvement.</p> <p>Customer satisfaction scores improve year-on-year.</p>
Customer Service Delivery	<p>Oversee daily Customer Service operations, ensuring responsive handling of enquiries, requests, and complaints.</p> <p>Monitor service levels, call centre metrics, and response times.</p> <p>Ensure compliance with policies, privacy obligations, and escalation protocols.</p>	<p>Customer enquiries are resolved efficiently and respectfully.</p> <p>Operational KPIs are achieved consistently.</p> <p>Processes are compliant, transparent, and well-managed.</p>
Customer Insights and Reporting	<p>Collect and analyse customer data, trends, and feedback to inform improvement priorities.</p> <p>Prepare regular performance and insight reports for the Senior Leader and executive teams.</p> <p>Work with Analytics and Technology teams to enhance CRM functionality and reporting dashboards.</p>	<p>Insights and reporting inform evidence-based decision-making.</p> <p>Data quality supports meaningful analysis.</p> <p>Customer feedback is visible and actioned across the organisation.</p>

Accountabilities	Activities/Tasks include:	Success looks like ...
Capability Building and Culture	<p>Build organisational capability in customer empathy, communication, and service excellence.</p> <p>Deliver training, mentoring, and support for staff across departments to embed a customer-first mindset.</p> <p>Champion recognition of outstanding customer service.</p>	<p>Staff across Council demonstrate customer-centric behaviours.</p> <p>Training initiatives improve capability and confidence.</p> <p>Customer-first values are visible in daily operations.</p>
Systems and Data Integrity	<p>Ensure customer records, workflows, and reporting functions are accurate and up to date.</p> <p>Support system enhancements in collaboration with IT and Analytics teams.</p>	<p>CRM data is accurate, secure, and reliable.</p> <p>Staff use systems effectively and efficiently.</p> <p>System improvements enhance usability and reporting.</p>
Stakeholder and Community Engagement	<p>Represent the customer voice in internal projects and service reviews.</p> <p>Foster relationships with internal teams to ensure collaboration and alignment of service expectations.</p> <p>Respond to escalated or complex customer issues with professionalism and empathy.</p>	<p>Strong cross-departmental relationships support coordinated service delivery.</p> <p>Customers experience timely and satisfactory resolution of issues.</p> <p>Community trust and confidence are strengthened.</p>
Continuous Improvement and Innovation	<p>Identify and implement process and system improvements that enhance accessibility and efficiency.</p> <p>Collaborate with IT and Communications teams to optimise digital channels and self-service options.</p> <p>Benchmark service standards and introduce innovative approaches.</p>	<p>New tools and systems improve service delivery and experience.</p> <p>Processes are simplified and responsive.</p> <p>Innovation leads to measurable performance gains.</p>
Work Safely with a Duty of Care for fellow employees and ensure procedural compliance	<p>Perform all work in a safe manner in accordance with the City of Launceston's WHS Policy and Procedures</p> <p>While at work, a worker must –</p> <ul style="list-style-type: none"> (a) take reasonable care for his or her own health and safety; and (b) take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and (c) comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or 	

Accountabilities	Activities/Tasks include:	Success looks like ...
	undertaking to allow the person to comply with this Act; and (d) cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers. (Section 28 Work Health & Safety Act 2012)	
<p>Note: Whilst the key functions and responsibilities for the role are set out above, an employee may be directed to carry out such duties or tasks that are within the limits of the employee's skill, competence and training.</p>		

WORKING WITH VULNERABLE PEOPLE CHECK

	Yes/No
Working with Vulnerable People Check required?	No
If yes, include in Selection Criteria table below	

SELECTION CRITERIA POSITION REQUIREMENTS/COMPETENCIES

Organisational

- Community Focussed: considers community/customers in decision making
- Communicate and Engage: demonstrates self-awareness & encourages open discussions & contributions from others
- Create and Innovate: displays initiative & considers different ideas and perspectives
- Safety Focussed: takes responsibility for own and team's health, well-being and self-care

Position Specific

- Manage & Develop People: Lead, mentor and develop team members to achieve required skills and to work efficiently
- Financial Management: manages financial resources responsibly
- Inspire Direction & Purpose: generates support and commitment to team and organisational goals
- Work Collaboratively: works collaboratively within own team and across the organisation
- Assess and analyse data, and prepare reports.
- Customer-Centric Thinking: understands and anticipates customer needs across diverse channels.
- Operational Agility: balances strategic improvement with effective daily service management.
- Communication: engages with clarity, empathy, and professionalism at all levels.
- Leadership and Coaching: guides and motivates others to deliver exceptional customer experiences.

QUALIFICATIONS AND EXPERIENCE

- Relevant qualification from a tertiary institution, or substantial relevant work experience with the desire to undertake formal qualifications.
- Demonstrated experience in leading customer-focused teams, preferably within a multi-channel environment.

- Proven track record in customer experience design, service improvement, or digital service delivery.
- Strong knowledge of CRM systems and data-driven performance reporting.

REPORTING STRUCTURE	
Leader	Senior Leader Stakeholder Experience
Direct Reports	15

KEY RELATIONSHIPS (External and Internal Customers, Supplier, Colleagues, etc)	
Internal	Nature of Relationships
Customer Experience Team	Lead, manage and motivate
Communications and Engagement	Collaborate
Strategy, Analytics and Technology	Partner
Senior Leaders and Team Leaders	Collaborate
External	Nature of Relationships
Community Members and Customers	Respond to enquiries or complaints
Partner Agencies, Contractors and Industry	Share and coordinate
Peers	

DELEGATIONS & AUTHORISATIONS (Local Government Act, By-Laws etc)	
Purchasing Approvals	Limit \$2,000
Permits	Sign mall booking permits and parking permits in accordance with the Council's procedures and guidelines.
Hiring Agreements	Sign hiring agreements in accordance with the Council's procedures and guidelines.
Forms	Sign forms in accordance with the Council's procedures and guidelines.

Confidentiality

Employees are

- Able to access; or
- May be exposed in the course of performing their duties to information that may be related to individuals, organisations or the general dealings of the City of Launceston. Some of this information will be of a sensitive nature – either within or external to the organisation.

By accepting this position the employee undertakes:

- To keep all information that they are exposed to confidential during and after their period of employment with City of Launceston. Information should never be disclosed outside of the organisation and only be disclosed to other employees if there is a need within the context of the task being performed.
- To not access any information within the organisation's systems that is not directly relevant to their work.
- To abide by the requirements of the Confidentiality and Privacy clause of the current Enterprise Agreement.

OTHER RELEVANT INFORMATION

Expectations of a Team Leader

- Develops self-care plans to enhance their own health and well-being, manage stress and maintain professionalism;
- Seeks and accepts challenging assignments and other development opportunities;
- Seeks feedback broadly and asks others for help with own development areas;
- Translates feedback into an opportunity to develop;
- Demonstrates relevant leadership capabilities; and
- Actively participates in development opportunities.

