Role Description
Principal Customer Experience (CX) Advisor

Cluster	Education
Agency	NSW Education Standards Authority (NESA)
Division/Branch/Unit	Ministerial Board and Executive Services
Role number	B1755
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	511112
PCAT Code	2119192
Date of Approval	June 2024
Agency Website	https://www.nsw.gov.au/education-and-training/nesa

Agency overview

The NSW Education Standards Authority (NESA) works with the NSW community to drive improvements in student achievement. We are an independent statutory authority reporting to an independent Board and the NSW Minister for Education and Early Childhood Learning. Making sure all children and young people in NSW leave school ready to take advantage of life's opportunities, as well as to rise to its inevitable challenges, is at the heart of what we do.

We achieve this by supporting all school sectors (public, catholic and independent) to deliver the best possible outcomes for students through:

- high-quality syllabuses.
- assessment, including managing the HSC and NAPLAN.
- teaching standards, such as the accreditation of teachers to work in NSW schools.
- school environments, including setting and monitoring school standards.

To find out more about the important work we do for NSW visit our [website](#) .

Primary purpose of the role

The Principal Customer Experience (CX) Advisor collaborates with the CX Program Manager, divisional leaders and the wider organisation to envision, design and lead implementation of a comprehensive customer experience program and related projects, aligned to NESA's strategic goals and divisional workplans.

The Principal CX Advisor is an experienced CX professional who provides expert advice on the design and implementation of CX work at a whole of organisation and at a project level. This includes whole of agency level planning and reporting, measuring CX effectiveness, identifying and prioritising areas for CX improvement and leading organizational CX capability development. The Principal CX Advisor offers support and advice to divisions in the successful delivery of individual CX projects on a case-by-case basis.

Key accountabilities

- Provide expert advice to NESA's leadership on best-practice CX approaches in line with the organisation's evolving strategies, plans, and priorities
- In partnership with the CX Program Manager, co-lead development of approaches
  - to improve NESA's understanding of the experience and needs of our customers,
  - identify of strategic opportunities to address emerging CX issues,
  - evaluate of our CX activities and capabilities, and
  - holistically measure our CX success
- Drive development of a NESA culture and capabilities that incorporate customer-centric decision making as fundamental to how NESA delivers its work, aligned to NESA's evolving organizational context
- Build and maintain collaborative internal and external networks/partnerships that harness and develop CX capabilities, and be a conduit for accessing external CX capabilities when needed
- Provide expert advice and information to inform NESA staff and stakeholders on CX concepts, NESA's CX approach and its direction, and in support of delivery of specific CX projects.

Key challenges

- Aligning CX work and expert advice to NESA's context, strategic goals and accounting for resource constraints and feasibility
- When collaborating with internal and external partners, balancing competing and changing interests and demands

Key relationships

Who	Why
Internal	
Manager	- Provide expert advice and contribute to decision making - Identify emerging issues/risks and their implications and propose solutions - Receive advice and report on progress towards business objectives and discuss future directions
Project Teams	- Guide, support, coach and mentor project teams - Build CX capabilities
Stakeholders	- Provide expert advice on a range of CX-related issues and strategies - Optimise engagement to achieve defined outcomes - Manage expectations and resolve issues
External	
Stakeholders	- Engage in, consult and negotiate the development, delivery and evaluation of the CX roadmap and specific projects - Manage expectations and resolve issues
Vendors/Service Providers and Consultants	- Communicate needs, facilitate routine business transactions and resolve issues - Negotiate and approve contracts and service agreements - Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements

Role dimensions

Decision making

Decisions are made in accordance with the NESA documented policies and procedures including the Code of Ethics and Conduct. The role acts independently in performing its core work and applies specialised knowledge, skills and professional judgement to achieve outcomes.

The position reports to and consults with the Deputy Chief Executive Officer on matters that are sensitive and/or contentious to agree on a suitable way forward.

Reporting line

Deputy Chief Executive Officer

Direct reports
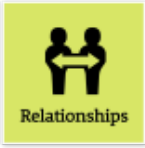
TBA

Budget/Expenditure

TBA

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Manage Self** Show drive and motivation, an ability to self-reflect and a commitment to learning	• Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Take the initiative and act in a decisive way • Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation	Advanced

Personal Attributes	**Value Diversity and Inclusion** Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	• Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders • Demonstrate cultural sensitivity, and engage with and integrate the views of others • Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences • Recognise and adapt to individual abilities, differences and working styles • Support initiatives that create a safe and equitable workplace and culture in which differences are valued • Recognise and manage bias in interactions and decision making	Adept
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats	Advanced

Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches • Ensure that the organisation's systems, processes, policies and programs respond to customer needs	Advanced
Work Collaboratively Collaborate with others and value their contribution	• Recognise outcomes achieved through effective collaboration between teams • Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government • Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies	Advanced
Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept

	Technology Understand and use available technologies to maximise efficiencies and effectiveness	• Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements	Adept
	Inspire Direction and Purpose Communicate goals, priorities and vision, and recognise achievements	• Promote a sense of purpose and enable others to understand the links between government policy, organisational goals and public value • Build a shared sense of direction, clarify priorities and goals, and inspire others to achieve these • Work with others to translate strategic direction into operational goals and build a shared understanding of the link between these and core business outcomes • Create opportunities for recognising and celebrating high performance at the individual and team level • Instil confidence, and cultivate an attitude of openness and curiosity in tackling future challenges	Advanced
	Manage Reform and Change Support, promote and champion change, and assist others to engage with change	• Support teams in developing new ways of working and generating innovative ideas to approach challenges • Actively promote change processes to staff and participate in communicating change initiatives across the organisation • Provide guidance, coaching and direction to others who are managing uncertainty and change • Engage staff in change processes and provide clear guidance, coaching and support • Identify cultural barriers to change and implement strategies to address these	Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
Business Enablers	Project Management	Understand and apply effective planning, coordination and control methods	Adept
People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Intermediate
People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept