

Role Description

Customer Relationship Management Specialist



Cluster	Premier and Cabinet
Agency	Museum of Applied Arts and Sciences
Location	Ultimo, Castle Hill, Millers Point, Parramatta
Classification/Grade/Band	Grade 7/8
ANZSCO Code	
PCAT Code	
Date of Approval	
Agency Website	maas.museum

Agency overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Ultimo, Sydney Observatory, the Museums Discovery Centre in Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

The Museum of Applied Arts and Sciences is undertaking landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of Museum's Discovery Centre, Castle Hill which includes expanded storage and new research and public facilities, the renewal of the iconic Powerhouse Museum in Ultimo and digitisation of the collection.

Primary purpose of the role

The Customer Relationship Management Specialist is a contract role responsible for planning, procuring, and implementing a Customer Relationship Management (CRM) System in response to the Powerhouse renewal and ongoing operations. The role will be accountable for defining customer relationship management requirements across the organisation and integrating a CRM system ensuring its functionality is maximised across Powerhouse functions. The CRM Specialist will work with multiple teams ensuring the CRM is incorporated into ICT systems and infrastructure across new and renewed sites, transforms ways of working, and increases the effectiveness and utilisation of CRM.

Key accountabilities

- Provide strategic CRM advice and develop solutions to define CRM requirements across Powerhouse functions.
- Review existing data sources and evolve CRM approach with a focus on improving operational productivity, streamlining data sources, and implementing new ways of working.
- Evaluate, procure and contract CRM vendor solutions to meet operational requirements.
- Develop an Implementation Plan to manage and facilitate the integration of the CRM across teams and functions, including the development of new work processes and procedures as required.
- Work with the Head of ICT, to ensure the Museum's ICT operating environment, infrastructure, networks, and systems support CRM requirements.
- Work with the Digital Studio, Visitor Services and Marketing and Communications teams to ensure the CRM meets objectives and is integrated into digital and communication platforms.
- Work across the organisation to develop a network of key users to ensure the integrity of CRM data is maintained.
- Ensure compliance with state and federal cybersecurity legislation, policy, and procedures.
- Adhere and lead by example in respect to obligations, responsibilities, and legislative requirements under the current Work Health & Safety (WHS) Acts and Regulations, ensuring that all areas under supervision comply, and are monitored and reviewed regularly for WH&S risks and hazards.

Key challenges

- Identifying system, infrastructure and project interdependencies and balancing competing demands to ensure project deliverables are achieved.
- Responding to immediate operational issues and the need to plan strategically to meet the objectives of the Powerhouse renewal.
- Developing, influencing, and maintaining strong and productive relationships internally and externally, to achieve renewal priorities.

Key relationships

Who	Why
Internal	
Director, Strategy and Operations Director, Communications Head of ICT	<ul style="list-style-type: none">• Receive guidance and provide regular updates on project outcomes, issues and priorities.• Provide advice and contribute to decision making• Identify emerging issues/risks and their implications and propose solutions
Senior Manager, Strategy and Operations	<ul style="list-style-type: none">• Provide advice, inform integration of systems, and operations.
Specific Teams/Departments	<ul style="list-style-type: none">• Work collaboratively to contribute to achieving team outcomes
External	
Stakeholders	<ul style="list-style-type: none">• Provide project-related advice and updates; collaborate and liaise with in the resolution of project issues.

Who	Why
Government	<ul style="list-style-type: none"> Maintain sound working relationships with government and supporting networks, ensure compliance with relevant legislation.
Vendors/Service Providers	<ul style="list-style-type: none"> Engage with for the provision of necessary resources and services.
Industry Peers	<ul style="list-style-type: none"> Discuss CRM service delivery and coordinate the planning and implementation of related initiatives.

Role dimensions

Decision making

High level of autonomy for delivery of a CRM solution, working with the approved frameworks, plans and budgets. Consults and refers to the Director, Strategy and Operations for decisions regarding project outcomes and timeframes, issues that may escalate, high level financial delegation, or submissions to the Executive Team, Trustees or Government.

Reporting line

The role reports to the Director, Strategy and Operations.

Direct reports

Consultants/contractors as required.

Key knowledge and experience

- Appropriate tertiary qualification or relevant, equivalent professional experience in Customer Relationship Management (CRM) system design, implementation and operation.
- Demonstrated experience CRM solution development, enterprise applications, implementation, and support.
- Advanced understanding of CRM integration concepts and knowledge of data migration methods.
- Conceptual and innovative problem-solving skills for developing and implementing change.
- Demonstrated experience in stakeholder collaboration, project management and service delivery.
- Comprehensive understanding of current and future customer relationship management trends.
- Excellent written and interpersonal communication skills.
- Self-motivated and committed to enhancing workforce diversity and inclusion.
- Ability to plan, develop, and implement projects and plans across the Powerhouse in line with whole of government commitments and Powerhouse policies.

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

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.


The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none">• Model the highest standards of ethical and professional behaviour and reinforce their use• Represent the organisation in an honest, ethical and professional way and set an example for others to follow• Promote a culture of integrity and professionalism within the organisation and in dealings external to government• Monitor ethical practices, standards and systems and reinforce their use• Act promptly on reported breaches of legislation, policies and guidelines	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none">• Tailor communication to diverse audiences• Clearly explain complex concepts and arguments to individuals and groups• Create opportunities for others to be heard, listen attentively and encourage them to express their views• Share information across teams and units to enable informed decision making• Write fluently in plain English and in a range of styles and formats• Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Influence others with a fair and considered approach and present persuasive counterarguments • Work towards mutually beneficial 'win-win' outcomes • Show sensitivity and understanding in resolving acute and complex conflicts and differences • Identify key stakeholders and gain their support in advance • Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Anticipate and minimise conflict within the organisation and with external stakeholders 	Adept
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety • Conduct and report on quality control audits • Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks 	Adept

FOCUS CAPABILITIES




Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	Technology		Advanced
	Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> 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 	

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.

COMPLEMENTARY CAPABILITIES

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
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Project Management	Understand and apply effective planning, coordination and control methods	Adept