

Cluster/Agency	SAS Trustee Corporation (STC)
Position Title	Strategic Member Engagement Manager
Division/Branch/Unit	Member Engagement
Location	STC Offices
Classification/Grade/Band	
Kind of Employment	Fixed Term Contract
ANZSCO Code	
PCAT Code	
Date of Approval	February 2024
Agency Website	<a href="http://www.statesuper.nsw.gov.au">www.statesuper.nsw.gov.au</a>

## Overview

SAS Trustee Corporation, otherwise known as State Super, operates to invest, support and administer defined benefit superannuation schemes on behalf of the NSW Government and associated employers. State Super was established under the Superannuation Administration Act in 1996, and is the Trustee of the following defined benefit schemes:

- State Authorities Superannuation Scheme
- State Superannuation Scheme
- Police Superannuation Scheme
- State Authorities Non-contributory Superannuation Scheme

The State Super Pooled fund, which comprises the assets of all four schemes, had net assets of approximately \$38 billion and over 85,000 members (as at 30 June 2023). All schemes are now closed to new members.

## Primary purpose of the role

The purpose of this role is to develop and manage State Super's Member Experience Strategy, encompassing all aspects of the journey including understanding member needs, services delivery strategies, strategic marketing approach, organisational positioning, financial and risk management.

## Key accountabilities

- Develop a cohesive member experience strategy, including a strategic marketing approach, in conjunction with the Chief Experience Officer (CXO) and Chief Executive Officer (CEO)
- Partner with CXO and Leadership team to extend the strategy into actionable plans encompassing service delivery strategies including financial assessments, organisational positioning with stakeholders and risk management
- Drive and proactively manage STC's brand, media and PR profiles
- Maintain and enhance the effective framework and practice for the engagement of key stakeholders including government agencies such as Treasury, the ATO, and Industrial Relations, employers, unions, associations and members
- Provide subject matter expertise and input into Member Engagement and organisational projects

## Key challenges

- Using excellent report and presentation skills to communicate the strategies in order to influence the leadership team and key stakeholders
- Interacting with a diverse group of people, including members, internal and external stakeholders in a way that solicits trust and openness and provides for a receptive environment for discussing matters affecting members.
- Creating an effective framework for the development of the future member experience model
- Ensuring that member engagement initiatives remain within scope and budget, in an environment of changing parameters and complex systems and processes.

## Key relationships

Who	Why
<b>Internal</b>	
Chief Experience Officer	<ul style="list-style-type: none"><li>• Direct Manager</li><li>• Provide expert advice on stakeholder management and contribute to decision making</li><li>• Identify emerging issues/risks and their implications and propose solutions</li><li>• Receive advice and report on progress towards business objectives and discuss future directions</li></ul>
Senior Product Manager	<ul style="list-style-type: none"><li>• Work closely with to manage legislative changes that impact members</li></ul>
Marketing Manager	<ul style="list-style-type: none"><li>• Work closely with to ensure members are kept informed of changes that impact them</li></ul>
Technical Scheme Manager	<ul style="list-style-type: none"><li>• Work with to ensure reputational risks to STC are managed</li></ul>
Senior Manager Member Partnerships	<ul style="list-style-type: none"><li>• Work closely with to deliver effective member engagement processes</li><li>• Provide advice into the member experience journey and services delivery strategies</li></ul>
Internal and External Stakeholders	<ul style="list-style-type: none"><li>• Provide expert advice on a range of policy issues and strategies</li><li>• Optimise engagement to achieve STC's defined outcomes</li></ul>

## Role dimensions

### Decision making

The role works with the Chief Experience Officer in relation to strategic marketing and member issues, and the prioritisation of member engagement initiatives.

The role operates with autonomy in managing the STC stakeholder framework and proactively identifying issues that will impact STC.

## Reporting line

Reports to the Chief Experience Officer

## Direct reports

- Nil

## Budget/Expenditure

N/A

## Essential requirements

- Relevant tertiary qualifications with a marketing bias
- Understanding of the superannuation industry
- Knowledge and management of media/PR
- Knowledge of stakeholder development and management across government, unions, member groups and associations
- Permanent resident or Australian citizen, and willing to undergo a criminal records check

## 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.

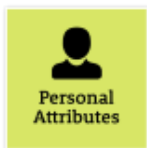
## Focus capabilities

*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
	<b>Display Resilience and Courage</b> Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"><li>• Remain composed and calm and act constructively in highly pressured and unpredictable environments</li><li>• Give frank, honest advice in response to strong contrary views</li><li>• Accept criticism of own ideas and respond in a thoughtful and considered way</li><li>• Welcome new challenges and persist in raising and working through novel and difficult issues</li><li>• Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues</li></ul>	Advanced

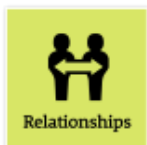


### Manage Self

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

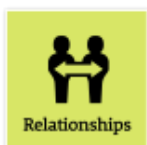


### Communicate Effectively

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



### Influence and Negotiate

Gain consensus and commitment from others, and resolve issues and conflicts

- Influence others with a fair and considered approach and present persuasive counter-arguments
- 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

Advanced



### Think and Solve Problems

Think, analyse and consider the broader context to develop practical solutions

- Establish and promote a culture that encourages innovation and initiative and emphasises the value of continuous improvement
- Engage in high-level critical analysis of a wide range of complex information and formulate effective responses to critical policy issues
- Identify and evaluate organisation-wide implications when considering proposed solutions to issues
- Apply lateral thinking and develop innovative solutions that have a long-lasting, organisation-wide impact
- Ensure effective governance systems are in place to guarantee quality analysis, research and reform

Highly Advanced



### Project Management

Understand and apply effective planning, coordination and control methods











- Prepare and review project scope and business cases for projects with multiple interdependencies
- Access key subject-matter experts' knowledge to inform project plans and directions
- Design and implement effective stakeholder engagement and communications strategies for all project stages
- Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning
- Develop effective strategies to remedy variances from project plans and minimise impact
- Manage transitions between project stages and ensure that changes are consistent with organisational goals
- Participate in governance processes such as project steering groups

Advanced

## 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
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Advanced
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
	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
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Advanced
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate