

Role Description

Manager Content and Information Services



Role Description Fields	Details
Cluster	Education
Department/Agency	TAFE NSW
Division/Branch/Unit	Student Support and Community Group
Position Description no	10847-01
Classification/Grade/Band	TAFE Manager Level 2
Senior executive work level standards	Not Applicable
ANZSCO Code	139999
PCAT Code	1229192
Date of Approval	August 2024
Agency Website	www.tafensw.edu.au

Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

Primary purpose of the role

This position leads a multidisciplinary team in the creation and delivery of content and information across multiple mediums and channels for TAFE NSW customers, staff and other audiences, developed in line with business requirements and objectives. It ensures the team operates efficiently and effectively, whilst fostering a collaborative and innovative environment, driving continuous improvement and maintaining the high standards of content and information quality, compliance and accessibility.

Key accountabilities

1. Lead and oversee the delivery of content and information services, ensuring the effective management of schedules, projects and assets and aligning team activities and output with business requirements, priorities and objectives.
2. Lead the implementation of content and information strategy, setting clear performance standards and objectives for the team, monitoring progress, providing feedback and implementing necessary adjustments to ensure overall team and strategy success.
3. Ensure team output meets quality standards and complies with legislative and regulatory requirements by developing and implementing robust systems and processes that guarantee consistency, accuracy and adherence to all relevant requirements.
4. Drive continuous improvement by reviewing and evaluating the effectiveness of content and information functions, frameworks and approaches by monitoring key metrics, service level standards and KPI's.
5. Lead and oversee engagement with stakeholders and subject matter experts, ensuring strong networks and collaborative partnerships are built and maintained.
6. Manage the capacity and capability of the team, ensuring optimal allocation and utilisation of resources and continuously developing team member skills to meet evolving demands and business objectives.
7. Contribute to the development of broader business unit strategies and frameworks, providing insights and expertise to align content and information development initiatives with business requirements and objectives and help to drive strategic outcomes.
8. Evaluate the latest trends and emerging technologies within content and information and lead the team in applying them to expand service offerings, enhance content quality and drive innovation.
9. Demonstrate a genuine commitment to safety excellence and safety leadership. This includes setting health and safety expectations, results and behaviours with direct reports, providing a safe workplace and ways of working, and promoting and complying with safety systems and procedures.
10. Place the customer at the centre of all decision making.
11. Manage and develop a high-performance team, aligned to the core values of integrity, collaboration, excellence and a customer first attitude, through effective leadership, support and feedback.
12. Collaborate with staff to ensure the development and regular review of meaningful individual performance development and review plans that are clearly aligned to strategic objectives and focused to develop the individual.

Key challenges

- Overseeing the development of high-quality content and information across multiple mediums and channels and ensuring related systems and processes remain aligned with contemporary best practice.
- Ensuring ongoing quality and compliance when faced with multiple competing priorities.

Key relationships

Internal

Who	Why
Line Manager	<ul style="list-style-type: none">• Receive leadership, guidance and support.• Provide updates and advice on operational matters.
Direct Reports	<ul style="list-style-type: none">• Provide leadership, direction and advice.• Coach, manage performance and support development.

Stakeholders across the student services function	<ul style="list-style-type: none"> • Collaborate to achieve team objectives. • Provide advice on key content and information development matters.
Stakeholders across TAFE NSW	<ul style="list-style-type: none"> • Build networks to facilitate content development. • Liaise in the delivery of content and information services and the scoping of work requirements and project briefs.

External

Who	Why
Regulatory bodies and government agencies	<ul style="list-style-type: none"> • Ensure content and information aligns with regulatory requirements.
Industry networks and forums	<ul style="list-style-type: none"> • Maintain currency in best practices to inform innovation.
Contractors and professional services providers	<ul style="list-style-type: none"> • Oversee service delivery to ensure quality and value.

Role dimensions

Decision making

- Makes decisions on complex and sensitive issues that are based on professional judgment, evaluating risks and in the context of a complex and changing environment.
- Manage functional expenditure and resourcing within relevant policy and delegation frameworks.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

Reporting line

Senior Manager Content and Information Services

Direct reports

10-15

Budget/Expenditure

TBA

Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Degree in relevant discipline or equivalent skills, knowledge and experience.
3. Demonstrated experience leading dispersed multidisciplinary content and information teams successfully delivering high-quality output at scale.
4. Demonstrated experience in applying effective content and information strategies and frameworks across multiple mediums and channels

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.

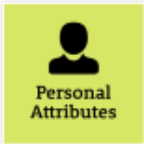

The capabilities are separated into focus capabilities and complementary capabilities

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	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations 	Adept
 Personal Attributes	Value Diversity and Inclusion Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	<ul style="list-style-type: none"> • 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

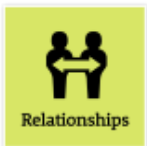


Communicate Effectively

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



Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the links between the business unit, organisation and the whole-of-government agenda
- Ensure business plan goals are clear and appropriate and include contingency provisions
- Monitor the progress of initiatives and make necessary adjustments
- Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately
- Consider the implications of a wide range of complex issues and shift business priorities when necessary
- Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning

Advanced



Demonstrate Accountability

Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

- 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



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



Optimise Business Outcomes

Manage people and resources effectively to achieve public value




- Engage in strategic and operational workforce planning that effectively uses organisational resources to achieve business goals
- Resolve any barriers to recruiting and retaining people of diverse cultures, backgrounds and experiences
- Encourage team members to take calculated risks to support innovation and improvement
- Align systems and processes to encourage improved performance and outcomes

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	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Advanced
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate

 <small>People Management</small>	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Intermediate
 <small>People Management</small>	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
 <small>People Management</small>	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept