Role Description

Service Experience Designer

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| **Cluster** | Education |
| **Department/Agency** | Department of Education |
| **Division/Branch/Unit** | Service Experience / Service Experience Strategy / Service Experience Design |
| **Role number** | TBC |
| **Classification/Grade/Band** | Clerk 7/8 |
| **Senior executive work level standards** | Not Applicable |
| **ANZSCO Code** | TBC |
| **PCAT Code** | TBC |
| **Date of Approval** | August 2022 |
| **Agency Website** | [www.education.nsw.gov.au](http://www.education.nsw.gov.au/) |

# Agency overview

The NSW Department of Education serves the community by leading the provision of world-class education. The Department protects young children by regulating preschool and long day care providers. Once children move into school, we provide them with a world-class primary and secondary education. We also work to advance the well-being of Aboriginal people.

The Department is one of the largest organisations and employers in Australia, and manages an annual budget that accounts for approximately one quarter of the State’s total budget. Visit the Department’s website above for more information.

The newly established Service Experience function is responsible for redesigning and continuously improving how we deliver services to our schools: teachers, principals, school administrative and support staff, as well as corporate staff.

# Primary purpose of the role

The Service Experience Designer is responsible for developing, delivering and implementing a range of service experience service design initiatives to support the development of customer-centric solutions across the Service Experience Function. The role contributes to capability and awareness initiatives across a range of blended learning formats to build and embed service experience across the support services organisation.

# Key accountabilities

* Support the delivery of end-to-end service design initiatives including contributing to workshops, conducting analysis and synthesising information to support the development of customer-centric solutions across the Service Experience Function.
* Develop and implement a range of service experience capability and awareness initiatives across a range of blended-learning formats to ensure a customer-centric approach in all decision making and planning across the organisation.
* Collaborate and engage with people teams to build and coordinate capability development projects and initiatives to ensure capability building activities align to organisational priorities and programs.
* Deliver capability building and awareness initiatives across a range of blended-learning formats applying human-centred design, organisational design, learning & development and change management principles to build and embed service experience capabilities across the organisation.
* Conduct research and analysis to identify needs and develop and recommend solutions in consultation with internal and external providers to support evidence-based capability building activities.
* Evaluate the success of capability building activities, identify opportunities for continuous improvement and enhance techniques, approaches and content to ensure high quality outcomes the deliver on capability strategies that positively impact the shared services business outcomes.
* Contribute to the redesign of processes and systems using human-centred design methodologies and tools such as design thinking, customer journey mapping, personas and customer interviews.
* Provide subject matter advice, coaching and support on a range of topics such as human-centred design, innovation and customer experience to drive transformation and innovative practices.

# Key challenges

* Managing time effectively and balancing competing demands to ensure activities achieve program objectives and support service experience capability outcomes.
* Maintaining knowledge of best practice human-centred design, organisation design, learning & development, adult-learning and change management principles to support innovation.
* Delivering future focused capabilities uplift to effect a customer-centric culture in a fast pace frontline service delivery organisation.

# Key relationships

**Internal**

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| **Who** | **Why** |
| Manager, Service Experience Design | * Discuss business objectives, priorities, current projects and solutions thinking
* Provide advice regarding current / proposed projects; inform decision- making and challenge current thinking as appropriate
* Identify emerging issues/risks and their implications and propose solutions.
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| Work Team | * Support team members and work collaboratively to contribute to achieving the team's business outcomes
* Guide, support, coach and mentor team members
* Review the work and proposals of team members
* Participate in meetings to share information and provide input on issues.
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| Service Experience Directorate | * Develop and maintain effective working relationships ensuring open channels of communication to liaise, consult, engage and/or participate in projects.
* Ensure supported initiatives are consistent and cohesive and align with

processes and systems. |
| Stakeholders and clients | * Build collaborative relationships and provide specialist advice and support to enable capacity building
* Provide advice on best practice service design, human-centred design and innovation to influence program design and continuous improvement initiatives
* Collaborate to understand challenges, risks and opportunities
* Resolve and provide solutions to issues.
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| Schools | * Build collaborative relationships to understand unique needs and operating conditions of schools so service delivery decisions improve

customer outcomes |

**External**

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| **Who** | **Why** |
| Other agencies, learning networks and/or communities of practice | * Collaborate to share best practice, findings and incorporate continuous improvement
* Build and maintain strong networks to appropriately share information regarding good practice and emerging methodologies.
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# Role dimensions

## Decision making

The Service Experience Designer is responsible for managing, coordinating and organising work to achieve agreed business objectives and performance criteria, within approved work plans. The role operates as part of a team and is fully accountable for the quality and integrity of advice provided.

The role must consult with the Manager, Service Experience Design on major issues arising during work performed, matters of significant complexity which may impact broader operations of the business or matters requiring a higher level of authority.

## Reporting line

Manager, Service Experience Design

## Direct reports

Nil

## Budget/Expenditure

TBC

# Key knowledge and experience

* Demonstrated experience in applying analysis and developing recommendations to support decision making and planning in a complex multi-faceted environment.
* Demonstrated knowledge and experience of customer-centric business models and approaches.
* Demonstrated understanding and knowledge of customer experience in a service delivery context.
* Knowledge of and commitment to implementing the Department’s [Aboriginal Education Policy](https://policies.education.nsw.gov.au/policy-library/policies/aboriginal-education-and-training-policy?refid=285843) and upholding the [Department’s Partnership Agreement with the NSW AECG](https://education.nsw.gov.au/content/dam/main-education/teaching-and-learning/aec/media/documents/partnershipagreement.pdf) and to ensure quality outcomes for Aboriginal people.

# Essential requirements

* Tertiary qualifications in Project Management, Business Studies, Service and Customer Experience and/or equivalent.

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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

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| **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 | * 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 |

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| personal-attributes | **Manage Self**Show drive and motivation, an ability to self-reflect and a commitment to learning | * Keep up to date with relevant contemporary knowledge and practices
* Look for and take advantage of opportunities to learn new skills and develop strengths
* Show commitment to achieving challenging goals
* Examine and reflect on own performance
* Seek and respond positively to constructive feedback and guidance
* Demonstrate and maintain a high level of

personal motivation | Adept |
| relationships | **Commit to Customer Service**Provide customer-focused services in line with public sector and organisational objectives | * Take responsibility for delivering high-quality customer-focused services
* Design processes and policies based on the customer’s point of view and needs
* Understand and measure what is important to customers
* Use data and information to monitor and improve customer service delivery
* Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers
* Maintain relationships with key customers in

area of expertise* Connect and collaborate with relevant customers within the community
 | Adept |
| relationships | **Work Collaboratively**Collaborate with others and value their contribution | * Encourage a culture that recognises the value of collaboration
* Build cooperation and overcome barriers to information sharing and communication across teams and units
* Share lessons learned across teams and units
* Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
* Actively use collaboration tools, including digital

technologies, to engage diverse audiences in solving problems and improving services | Adept |
| results | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | * Research and analyse information, identify interrelationships and make recommendations based on relevant evidence
* Anticipate, identify and address issues and

potential problems and select the most effective solutions from a range of option* Participate in and contribute to team/unit

initiatives to resolve common issues or barriers to effectiveness* Identify and share business process

improvements to enhance effectiveness | Adept |

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| results | **Demonstrate Accountability**Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | * Be proactive in taking responsibility and being accountable for own actions
* Understand delegations and act within authority levels
* Identify and follow safe work practices, and be vigilant about own and others’ application

of these practices* Be aware of risks and act on

or escalate risks, as appropriate* Use financial and other resources responsibly
 | Intermediate |
| business-enablers | **Project Management**Understand and apply effective planning, coordination and control methods | * Understand all components of the project management process, including the need to consider change management to realise business benefits
* Prepare clear project proposals and accurate estimates of required costs and resources
* Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
* Identify and evaluate risks associated with the project and develop mitigation strategies
* Identify and consult stakeholders to inform the project strategy
* Communicate the project’s objectives and its expected benefits
* Monitor the completion of project milestones against goals and take necessary action
* Evaluate progress and identify improvements to

inform future projects | 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.

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| **Capability group/sets** | **Capability name** | **Description** | **Level** |
| personal-attributes | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Foundational |

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| relationships | Communicate Effectively | Communicate clearly, actively listen to others, and respond with understanding and respect | Intermediate |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| business-enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Foundational |
| business-enablers | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |