Role Description
Senior Product Owner

Cluster	Customer Service
Agency	Service NSW
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 9/10 and SNSW Grade 9/10
ANZSCO	132411
PCAT Code	1229192
Date of Approval	February 2020

Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services. Since launching in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 24/7 phone service and an expanding network of service centres. We currently partner with over 50 agencies to offer over 1,000 NSW Government transactions.

Primary purpose of the role

Accountable for effective end to end management of digital products, including taking products from strategy, through to initial idea, implementation, support and continuous improvement to meet Organisational and NSW Government objectives.

Key accountabilities

- Manage product streams, including defining and executing product vision and strategy, validating product features and design, identifying and resolving issues, and collecting and prioritising inputs, to inform and support decision-making
- Manage the roadmap of assigned product streams, informed by customer insights and feedback, to define and write user stories, acceptance criteria and success metrics, and ensure customer centric product design, development and delivery
- Conduct research, including consultation with stakeholders, to define current and future product enhancement to meet both customer and organisational needs
- Assess the market, trends and opportunities to develop new and innovative ideas to contribute to developing high performance product developments and roadmaps
- Develop and manage stakeholder relationships at all levels through strong and effective communications, managing expectations, mediation and issues management and negotiation to integrate and ensure the delivery of products and services, and the achievement of outcomes and benefits
- Conduct analysis, identify issues and risks, recommend solutions, and escalate to ensure issues are understood and actions to resolve identified
- Contribute to the development of strategies for the continuous monitoring, evaluation and improvement of all aspects of product delivery within the framework established under organisational and divisional plans

Key challenges

- Managing stakeholder expectations given competing priorities and tight timeframes
- Supporting the Division to embed a culture of agility and innovation in a rapid collaboration framework given anticipated barriers to change
- Actively developing the team's knowledge of agile, including upskilling in scrum and delivery management, while delivering quality service and outcomes and working to tight timeframes

Key relationships

Who	Why
Internal	
Manager	• Identify and escalate issues, keep informed, receive instructions, and provide feedback • Provide expert advice on project initiatives • Participate in meetings and discussions to share information and provide input and feedback
Work Team	• Guide, coach, provide direction and upskill team members • Work collaboratively to contribute to achieving business outcomes • Maintain a cohesive culture within the project team • Participate in meetings to share information and provide input on issues
Client/ Customers	• Develop and maintain effective working relationships and open channels of communication • Manage the flow of information, seek clarification and provide customer-focused advice and responses to ensure prompt resolution of issues • Address/resolve/respond to issues and queries, and provide customer-focused solutions where possible, or redirect query to relevant area • Provide expert advice on best practice, including requirements for new or modified product features
External	
Customers/ Stakeholders	• Develop and maintain effective working relationships and open channels of communication, including engagement and consultation in the delivery of the products • Manage the flow of information, seek clarification and provide customer-focused advice and responses to ensure prompt resolution of issues • Address/resolve/respond to issues and queries, and provide customer-focused solutions where possible, or redirect query to relevant area
Suppliers/Vendors	• Manage contracts and monitor provision of service to ensure compliance with contracts and service arrangements • Define scope for projects and maintenance activities • Manage and report on supplier related KPI's and performance targets • Keep abreast of new technologies and trends within the industry

I work FOR NSW

Role dimensions

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the manager.

Reporting line

Relevant Manager/Business Unit Manager

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

Relevant qualifications and/or experience

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

This role also utilises an occupation specific capability set.

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

I work FOR NSW

NSW Public Sector Capability Framework		
Capability Group	**Capability Name**	**Level**
Personal Attributes	**Display Resilience and Courage**	**Adept**
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	**Adept**
	Work Collaboratively	**Adept**
	Influence and Negotiate	Intermediate
Results	Deliver Results	Adept
	Plan and Prioritise	**Adept**
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
Business Enablers	Finance	Intermediate
	Technology	**Adept**
	Procurement and Contract Management	Intermediate
	Project Management	Advanced

Occupation / profession specific capabilities		
Capability Set	**Category and Sub-category**	**Level and Code**
SFIA	**Relationship and Engagement, Sales and Marketing, Product Management**	**Level 5 - PROD**
	Strategy and Architecture, Business Strategy and Planning, Innovation	**Level 5 - INOV**

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Personal Attributes Display Resilience and Courage	Adept	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively

I work FOR NSW

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Commit to Customer Service	Adept	• Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Relationships Work Collaboratively	Adept	• Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Plan and Prioritise	Adept	• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation

I work FOR NSW

Occupation specific capability set (Skills Framework for the Information Age – SFIA)		
Category and Sub-category	**Level and Code**	**Level Descriptions**
Relationships & Engagement Sales & Marketing	**Level 5 - PROD**	**PRODUCT MANAGEMENT** Manages the full product lifecycle to ensure that, over time, the needs of customers/users continue to be met and that financial and other benefits are achieved. Acts as owner/champion for one or more products or services. Selects, adopts and adapts appropriate product development methods, tools, and techniques selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches. Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities. Develops product propositions and determines product positioning and variants for different customer and user segments. Prioritises product requirements and owns the product backlog. Coordinates trials and product launches and supports communications and training. Anticipates changes in customer/user needs; adapts products and creates product retirement and transitioning plans
Strategy and Architecture Business Strategy and Planning	**Level 5 - INOV**	**INNOVATION** Manages the innovation pipeline and executes innovation processes. Develops, evolves and adapts innovation tools, processes and infrastructures to drive the process of innovation. Identifies resources and capabilities needed to support innovation. Encourages and motivates innovation communities, teams and individuals to share creative ideas and learn from failures. Manages and facilitates the communication and open flow of creative ideas between interested parties and the set-up of innovation networks and communities.

I work FOR NSW