

# Role Description

## Senior Digital Analyst

Cluster	Education
Agency	Department of Education
Division/Branch/Unit	Self-Service & Communications / Digital Analytics & Reporting
Location	Parramatta
Classification/Grade/Band	Clerk 9/10
Role Number	220734
ANZSCO Code	531111
PCAT Code	3226892
Date of Approval	January 2020
Agency Website	<a href="https://www.education.gov.au">https://www.education.gov.au</a>

### Agency overview

The NSW Department of Education is the largest provider of public education in Australia with responsibility for delivering high-quality public education to two-thirds of the NSW student population. The Department also ensures young children get the best start in life by supporting and regulating the early childhood education and care sector.

EDConnect is a large and complex customer-centred shared services organisation that exists to support schools and corporate areas in the NSW Department of Education by delivering transactional and support services in the areas of Finance, Business Services and HR; and providing first level advisory support to customers via the Contact Centre in relation to Finance, Business Services, HR, IT and Procurement enquiries.

EDConnect is underpinned by the 'EDConnect Way' culture – we keep the customer at the centre of everything we do; we collaborate and support each other to succeed; we take ownership of our work to ensure a quality outcome is delivered; we communicate transparently and listen actively; and we are accountable to each other to develop and grow.

### Primary purpose of the role

The Senior Digital Analyst is responsible for managing the digital analytics and reporting team including staff management and data analysis, tracking and reporting to optimise shared services self-service (Tier 0 service) and devise strategies and approaches and drive self-service adoption.

### Key accountabilities

- Manage a team of digital analytic staff including work allocation, capability development and performance management to deliver analysis and reporting of digital services and optimise communications strategies and approaches for Tier 0 self-service.

- Conduct detailed and rigorous analysis of data and information and identify opportunities for continuous improvement to optimise digital solutions, communications and learning enablement drive traffic to the self-service website.
- Develop and provide a structured data analysis and reporting service to other teams including producing detailed reporting that identify key trends and patterns and interpreting the data into practical recommendation to optimise the customer journey across sites and digital marketing channels.
- Identify, report and analyse key performance indicators across all digital properties and provide insight and recommendations to other teams within shared services to inform learning interventions, communications and coaching initiatives.
- Develop dashboards to visualise digital traffic, data and information to provide insight and recommendations to subject matter experts and stakeholders across the business.
- Develop and implement reporting digital policies, processes and guidelines ensuring alignment to organisational requirements and standards to drive high quality and consistent reporting outcomes within the unit and to ensure data integrity.

## Key challenges

- Managing competing deadlines and stakeholder requirements within agreed time and quality requirements ensuring high levels of data integrity.
- Leveraging new industry trends and the evolving analytics landscape to develop and implement best practice digital analysis.
- Maintaining knowledge of emerging technologies and trends in analytics and reporting to ensure the application of best practice and innovative approaches.

## Key relationships

Who	Why
<b>Internal</b>	
Manager Self Service & Communications	<ul style="list-style-type: none"> <li>• Receive advice and report on digital analytics and reporting progress towards business objectives and discuss future directions</li> <li>• Provide advice, input and recommendations and influence planning and decision making</li> <li>• Identify emerging issues/risks and their implications and propose solutions</li> </ul>
Staff	<ul style="list-style-type: none"> <li>• Manage, guide and coach, provide direction and drive a consistent and quality approach to digital analytics and reporting development and delivery</li> <li>• Set performance expectations and manage performance and development</li> <li>• Align and communicate delivery objectives to drive a consistent approach</li> </ul>
Stakeholders	<ul style="list-style-type: none"> <li>• Build collaborative relationships and collaborate on joint initiatives</li> <li>• Provide advice on best practice digital analytics and reporting to influence program design and continuous improvement initiatives</li> <li>• Collaborate to understand challenges, risks and opportunities</li> </ul>

## Role dimensions

### Decision making

The Senior Digital Analyst is responsible for managing the conduct and delivery of detailed analysis and reporting of digital metrics to optimise digital strategies and approaches and drive traffic to self-service. The role is fully accountable for the quality, integrity, accuracy and completeness of information and advice provided.

The role defers to the Manager Self Service & Communications on complex issues of a technical or legislative nature or decisions that will substantially alter the outcome or timeframes, major issues or conflicts arising in the course of duties or matters requiring a higher delegated authority including approval for expenditure outside of delegation or sensitive issues.

### Reporting line

Manager Self Service & Communications

### Direct reports

Digital Analyst

### Budget/Expenditure

Nil

## Essential requirements

- Tertiary qualifications in information management or related and/or equivalent demonstrated experience.
- Strong experience in web analytics and delivering insight and recommendation to optimise traffic.
- Strong knowledge of Adobe Analytics, Adobe Target, Google Analytics and Google Tag Manager combined with strong quantitative analysis and advanced excel skills.
- Knowledge of and commitment to the department's Aboriginal education policies.






## 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](http://www.psc.nsw.gov.au/capabilityframework)

### 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.

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Adept</b>
	Value Diversity	Intermediate
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	<b>Commit to Customer Service</b>	<b>Adept</b>
	<b>Work Collaboratively</b>	<b>Adept</b>
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	<b>Think and Solve Problems</b>	<b>Advanced</b>
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Foundational
	<b>Technology</b>	<b>Advanced</b>
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Adept</b>
 People Management	<b>Manage and Develop People</b>	<b>Adept</b>
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

### 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
<b>Personal Attributes</b> Manage Self	Adept	<ul style="list-style-type: none"> <li>Look for and take advantage of opportunities to learn new skills and develop strengths</li> <li>Show commitment to achieving challenging goals</li> <li>Examine and reflect on own performance</li> <li>Seek and respond positively to constructive feedback and guidance</li> <li>Demonstrate a high level of personal motivation</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Monitor own and others' non-verbal cues and adapt where necessary</li> <li>Create opportunities for others to be heard</li> <li>Actively listen to others and clarify own understanding</li> <li>Write fluently in a range of styles and formats</li> </ul>
<b>Relationships</b> Commit to Customer Service	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Work Collaboratively	Adept	<ul style="list-style-type: none"> <li>Encourage a culture of recognising the value of collaboration</li> <li>Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>Share lessons learned across teams/units</li> <li>Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work</li> </ul>
<b>Results</b> Think and Solve Problems	Advanced	<ul style="list-style-type: none"> <li>Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>Work through issues, weigh up alternatives and identify the most effective solutions</li> <li>Take account of the wider business context when considering options to resolve issues</li> <li>Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements</li> <li>Implement systems and processes that underpin high quality research and analysis</li> </ul>
<b>Business Enablers</b> Technology	Advanced	<ul style="list-style-type: none"> <li>Show commitment to the use of existing and deployment of appropriate new technologies in the workplace</li> <li>Implement appropriate controls to ensure compliance with information and communications security and use policies</li> <li>Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes</li> <li>Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes</li> <li>Implement and monitor appropriate records, information and knowledge management systems protocols and policies</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>• Prepare clear project proposals and define scope and goals in measurable terms</li> <li>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>• Prepare accurate estimates of costs and resources required for more complex projects</li> <li>• Communicate the project strategy and its expected benefits to others</li> <li>• Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>• Evaluate progress and identify improvements to inform future projects</li> </ul>
<b>People Management</b> Manage and Develop People	Adept	<ul style="list-style-type: none"> <li>• Define and clearly communicate roles and responsibilities to achieve team/unit outcomes</li> <li>• Negotiate clear performance standards and monitor progress</li> <li>• Develop team/unit plans that take into account team capability, strengths and opportunities for development</li> <li>• Provide regular constructive feedback to build on strengths and achieve results</li> <li>• Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way</li> <li>• Monitor and report on performance of team in line with established performance development frameworks</li> </ul>