Role Description
Principal Product Manager

Cluster	Separate agency
Agency	NSW Education Standards Authority
Division/Branch/Unit	Strategy & Capability/Innovation Strategy and Projects/Digital and Customer Experience
Location	117 Clarence Street Sydney
Classification/Grade/Band	Clerk grade 11/12
Role Number	B1068
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	September 2021
Agency Website	http://educationstandards.nsw.edu.au

Agency overview

The NSW Education Standards Authority (NESA) is an independent statutory authority responsible for the curriculum, assessment, teacher accreditation and regulatory standards in NSW schools, and accreditation of early childhood educators. NESA is responsible for developing policies and initiatives for evaluating and improving quality teaching and student learning across all schools and school sectors. NESA was established in response to the need to adopt a more strategic and outward-looking focus, greater clarity of regulatory roles and responsibilities, and streamlined processes and systems.

Primary purpose of the role

The Principal Product Manager is responsible for end-to-end product management for strategic customer facing digital products. This includes taking products from initial idea through to strategy, implementation and continuous improvement. The Principal Product Manager will lead a multidisciplined team through product definition, development, implementation, maintenance and enhancement, ensuring the product is managed over its entire lifecycle, and supports delivery of NESA's objectives.

The Principal Product Manager will establish a culture of delivering meaningful customer value. The Principal Product Manager will also provide expert advice regarding trends in customer experience, digital trends, best practice and emerging technologies to inform and influence decision making.

Key accountabilities

- Lead a team to manage end to end product lifecycle, including defining and executing product vision and strategy, validating product features and design, and collecting and prioritising inputs to inform product decisions and direction.

- Leading and defining an outcome-oriented product roadmap, gathering customer insights and feedback, defining and writing user stories, acceptance criteria and success metrics, to ensure customer centric product design and development and delivery

- Lead research, including consultation with product consumers and related activities, to define current and future product enhancement to meet customer needs and maximise return on investment

- Consult with service and technology providers to integrate products and services to maximise value for money in digital service delivery

- Lead and coach product team to deliver product roadmap and continuous improvement in product and system enhancements, efficiency improvements, and regulatory and compliance initiatives

- Design, lead and support communications and engagement activities that build organisational understanding of user-centred product development methodologies and other customer-centric approaches

Key challenges

- Leading and designing digital customer facing products which address internal and external stakeholder needs, in an environment of competing perspectives and priorities and within resource constraints.

- Balance the immediate need of the business with future requirements and align product investments accordingly.

- Effectively communicate product roadmaps, plans, highlighting the best path forward while managing stakeholder expectations.

Key relationships

Who	Why
Internal	
Director	- Escalate issues, receive instructions and provide feedback - Alignment of work to NESA's strategic objectives
NESA Executive leadership and managers	- Foster culture of customer centric approaches and collaboration on digital product development - Work with leadership on IT strategy
External	
NSW Department of Education	- Identify potential project collaboration to more effectively utilise resources and deliver agreed and Government-mandated outcomes - Collaborate to deliver cluster-based activities, e.g. prioritisation of cluster Digital Restart Fund bids
NSW Department of Customer Service	- Identify potential project collaboration to more effectively utilise resources and deliver agreed and Government-mandated outcomes
Service providers	- Manage contractors, suppliers and consultants to ensure completion of deliverables according to agreed timelines and budget

NSW
GOVERNMENT

Role dimensions

Decision making

The Principal Product Manager has autonomy for delivery of digital products. The Principal Product Manager has full accountability for product implementation and leading and supporting the team to ensure a smooth delivery, including the quality, integrity and accuracy of specialist technical advice provided.

For other aspects of the role the Principal Product Manager works towards NESA's strategic outcomes within a framework of policies, professional standards and resource allocation, and has discretion within these parameters.

Reporting line

Director Innovation Strategy and Projects

Direct reports

3-5 direct reports

Indirect reports

Nil

Essential requirements

Nil

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

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**	**Advanced**
	Act with Integrity	Adept
	Manage Self	Advanced
	Value Diversity	Adept
Relationships	**Communicate Effectively**	**Advanced**
	Commit to Customer Service	**Advanced**
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	**Advanced**
	Demonstrate Accountability	Adept
Business Enablers	Finance	Adept
	Technology	**Advanced**
	Procurement and Contract Management	Adept
	Project Management	Adept
People Management	**Manage and Develop People**	**Intermediate**
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Adept

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	Advanced	• Remain composed and calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in response to strong contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues
Relationships Communicate Effectively	Advanced	• 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
Relationships Commit to Customer Service	Advanced	• 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

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Results Think and Solve Problems	Advanced	• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements • Implement systems and processes that are underpinned by high-quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria
Business Enablers Technology	Advanced	• Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes • Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies
People Management Manage & Develop People	Intermediate	• Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various loctions • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve