

# Role Description

## Manager, Salesforce Operations



Education

Cluster	Education
Agency	Operations Group Executive
Division/Branch/Unit	Information Technology Directorate
Role number	225773
Classification/Grade/Band	Clerk grade 11/12
Senior executive work level standards	Not Applicable
ANZSCO Code	224999
PCAT Code	2119192
Date of Approval	November 2020
Agency Website	<a href="https://education.nsw.gov.au/">https://education.nsw.gov.au/</a>

### Agency overview

The NSW Department of Education provides, funds and regulates education services for NSW students from early childhood to secondary school, delivering world-class education through its public schools and providing funding support to non-government schools. We employ, develop and support teachers, leaders and other staff to deliver the best outcomes for students and to advance the wellbeing of Aboriginal people.

### Primary purpose of the role

Provide leadership and direction in the maintenance and support of the department's Salesforce systems. These line of business systems enable critical case management and customer relationship functions across the department.

### Key accountabilities

- Lead the maintenance and support of the departments Salesforce systems and design and implement continuous improvement processes to ensure that the systems continue to align with current high priorities for stakeholders
- Provide guidance on requirement gathering, design, architecture and best practice, and latest use of technology to development teams
- Maintain relationships with change, communications and training teams to ensure any changes to the systems are communicated and incorporated into the existing training program
- Build collaborative relationships with internal and external stakeholders across all business units and information technology division to ensure a quality, end to end delivery of service to users. Develop operating models, processes and SLAs where required to support these
- Build and maintain relationships with third party suppliers and vendors to ensure support services are in place, including contractual management
- Provide support the Director in the operational management of the team's finances, human resources, recruitment and other administration to ensure the effective functioning of the information systems.

- Provide expert advice to the executive, program and department staff on trends and best practice associated with large information systems from both technical and business implementation perspectives.
- Ensure staff have the necessary skills, motivation, accountability and ability to achieve the efficient and effective delivery of program outcomes.

## Key challenges

- Balancing priorities, particularly in relation to urgent system changes and the longer term stability of the systems
- Leveraging the latest technologies to provide a high quality of service to users whilst maintaining a low cost
- Ensuring quality and effective design balanced against timely delivery.

## Key relationships

Who	Why
<b>Internal</b>	
Director, Analytics	<ul style="list-style-type: none"> <li>• Discuss business objectives, priorities, projects Escalate issues, report emerging risks, keep informed</li> <li>• Provide specialist technical advice / expertise to inform decision-making and challenge current thinking</li> </ul>
Information Technology Directorate	<ul style="list-style-type: none"> <li>• Collaboration on program delivery, and to ensure effective support structures are in place to support the various information systems</li> <li>• Build and maintain collaborative working relationships to resolve technical and/or service delivery issues</li> <li>• Share technical advice and subject matter expertise</li> </ul>
All levels of staff from different business units across the Department of Education	<ul style="list-style-type: none"> <li>• Develop and maintain effective working relationships to ensure the growth of the information systems are supported and sustained by the various teams across the department</li> <li>• Share technical advice and subject matter expertise</li> </ul>
<b>External</b>	
Vendors	<ul style="list-style-type: none"> <li>• Manage contractual relationship, manage currency on technology developments.</li> </ul>

## Role dimensions

### Decision making

The role:

- Acts independently with regards to developing proposals and solving problems to deliver high quality work on time and within budget
- Acts independently and uses initiative in performing the role's core work functions
- Consults with senior officers and the Director in relation to decisions that have resource implications, far reaching implications, are contentious and /or are likely to have an impact on stakeholders.

## Reporting line

The role reports to the Director, Analytics

## Direct reports

- 2 x Salesforce Senior Project Support Staff, Clerk Grade 9/10
- Various contract roles as required.

## Budget/Expenditure

The role has financial delegations in accordance with the Department's policy.

## Key knowledge and experience

- Experience leading a technical team of 4 or more for greater than 4 years (within the last 5 years)
- Experience in being responsible for the maintenance of large, complex Salesforce systems 3 or more years (within the last 6 years)
- Expert knowledge in configuring and maintaining Salesforce implementations

## Essential requirements

- Relevant Salesforce certifications for administration and development.
- Hold a valid clearance to work with Children (Working with Children Check).
- Knowledge of and commitment to the Department's Aboriginal Education and Training policies.

## 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
	Display Resilience and Courage	<ul style="list-style-type: none"><li>• Be flexible, show initiative and respond quickly when situations change</li><li>• Give frank and honest feedback and advice</li></ul>	Adept

 <b>Personal Attributes</b>	<p>Be open and honest, prepared to express your views, and willing to accept and commit to change</p>	<ul style="list-style-type: none"> <li>• Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately</li> <li>• Raise and work through challenging issues and seek alternatives</li> <li>• Remain composed and calm under pressure and in challenging situations</li> </ul>	
	<p><b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning</p>	<ul style="list-style-type: none"> <li>• Act as a professional role model for colleagues, set high personal goals and take pride in their achievement</li> <li>• Actively seek, reflect and act on feedback on own performance</li> <li>• Translate negative feedback into an opportunity to improve</li> <li>• Take the initiative and act in a decisive way</li> <li>• Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation</li> </ul>	<p>Advanced</p>
 <b>Relationships</b>	<p><b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives</p>	<ul style="list-style-type: none"> <li>• Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience</li> <li>• Ensure systems are in place to capture customer service insights to improve services</li> <li>• Initiate and develop partnerships with customers to define and evaluate service performance outcomes</li> <li>• Promote and manage alliances within the organisation and across the public, private and community sectors</li> <li>• Liaise with senior stakeholders on key issues and provide expert and influential advice</li> <li>• Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches</li> <li>• Ensure that the organisation's systems, processes, policies and programs respond to customer needs</li> </ul>	<p>Advanced</p>
 <b>Results</b>	<p><b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<ul style="list-style-type: none"> <li>• Use own professional knowledge and the expertise of others to drive forward organisational and government objectives</li> <li>• Create a culture of achievement, fostering on-time and on-budget quality outcomes in the organisation</li> <li>• Identify, recognise and celebrate success</li> <li>• Establish systems to ensure all staff are able to identify direct connections between their efforts and organisational outcomes</li> <li>• Identify and remove potential barriers or hurdles to achieving outcomes</li> </ul>	<p>Highly Advanced</p>

		<ul style="list-style-type: none"> <li>Initiate and communicate high-level priorities for the organisation to achieve government outcomes</li> </ul>	
	<b>Plan and Prioritise</b> Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work</li> <li>Initiate, prioritise, consult on and develop team and unit goals, strategies and plans</li> <li>Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses</li> <li>Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>Evaluate outcomes and adjust future plans accordingly</li> </ul>	Adept
 Business Enablers	<b>Project Management</b> Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> <li>Prepare and review project scope and business cases for projects with multiple interdependencies</li> <li>Access key subject-matter experts' knowledge to inform project plans and directions</li> <li>Design and implement effective stakeholder engagement and communications strategies for all project stages</li> <li>Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning</li> <li>Develop effective strategies to remedy variances from project plans and minimise impact</li> <li>Manage transitions between project stages and ensure that changes are consistent with organisational goals</li> <li>Participate in governance processes such as project steering groups</li> </ul>	Advanced
 People Management	<b>Manage and Develop People</b> Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> <li>Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes</li> <li>Adjust performance development processes to meet the diverse abilities and needs of individuals and teams</li> <li>Develop work plans that consider capability, strengths and opportunities for development</li> <li>Be aware of the influences of bias when managing team members</li> <li>Seek feedback on own management capabilities and develop strategies to address any gaps</li> <li>Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> </ul>	Adept

- Monitor and report on team performance in line with established performance development frameworks

## Occupation specific capability set




	Category, Sub-category	Level and Code	Skill and Level Description
	<b>Delivery and Operation</b> Service Design	Level 6 AVMT	<b>AVAILABILITY MANAGEMENT (AVMT)</b> - Sets policy and develops strategies, plans and processes for the design, monitoring, measurement, maintenance, reporting and continuous improvement of service and component availability, including the development and implementation of new availability techniques and methods.
	<b>Delivery and Operation</b> Service Operation	Level 5 PBMG	<b>PROBLEM MANAGEMENT (PBMG)</b> - Ensures that appropriate action is taken to anticipate, investigate and resolve problems in systems and services. Ensures that such problems are fully documented within the relevant reporting system(s). Enables development of problem solutions. Coordinates the implementation of agreed remedies and preventative measures. Analyses patterns and trends.



## 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.

## COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept

	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Advanced
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept

### Occupation specific capability set

	Storage management, Incident management USUP - non focus Level 5	<p>Ensures that incidents are handled according to agreed procedures. Investigates escalated incidents to responsible service owners and seeks resolution. Facilitates recovery, following resolution of incidents. Ensures that resolved incidents are properly documented and closed.</p> <p>Analyses causes of incidents, and informs service owners in order to minimise probability of recurrence, and contribute to service improvement. Analyses metrics and reports on performance of incident management process.</p>
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