Role Description
Project Officer – Service Design

Cluster	Premier and Cabinet
Agency	Department of Premier and Cabinet
Division/Branch/Unit	Employee Relations
Role number	tbc
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	313199
PCAT Code	1229168
Date of Approval	May 2020
Agency Website	http://www.dpc.nsw.gov.au

Agency overview

The NSW Department of Premier and Cabinet (DPC) is the lead central agency in the NSW Government. Our mission is to enhance the lives of the people of NSW by driving priorities, brokering outcomes and delivering programs and services.
We support the Premier and Deputy Premier, the Cabinet, Ministers and agencies by coordinating policies and services across government. We lead policy development, provide innovative ideas and support Government plans and projects.
Working with us will give you a broad overview in areas such as public policy formulation, public administration and state administrative matters and an opportunity to be involved in a range of state-wide policies, issues and projects.
For more information go to http://www.dpc.nsw.gov.au/about/about_the_department

Primary purpose of the role

Develop and provide advice on customer focused and innovative digital user experiences that support DPC and NSW Government's objectives.

Key accountabilities

- Identify and drive the key aspects of user experience, evolution across a multi-channel digital ecosystem, and how it reconciles business and user needs to support best practice.

- Develop and create concept models based on evidence of user needs to inform and meet branch outcomes.

- Contribute to the development of design concepts and sitemaps, including process/screen flows and wireframes to inform product design.

- Assess existing properties/sites for usefulness, usability, visual design, content, and branding to improve customer experience.

- Identify opportunities to create business value and improve the user experience (based on user research, strategy and best practice) that deliver quality outcomes.

- Consult with stakeholders through interviews and workshops, to gather requirements and co-design projects which achieve alignment with policy and operational outcomes.

- Develop user journey maps derived from personas/behavioral segments to ensure that scenarios respond to key user needs and highlight business opportunities.
- Interpret evidence-based research and incorporate the respective information into driving the design of innovative experiences.

Key challenges

- Providing solutions that cater to the needs of users and the branch with often conflicting requirements and tight deadlines.
- Designing and developing innovative strategies when requirements can be varied and constantly changing in a fast-paced, evolving environment.
- Communicating technical and business information tailored to a technical and non-technical audience to educate on the context given differing skill levels.

Key relationships

Who	Why
Internal	
Manager	• Escalate issues, keep informed, advise, receive guidance and instructions
Work Team	• Support team members and work collaboratively to contribute to achieving the team's business outcomes • Participate in meetings to share information and provide input on issues
Stakeholders	• Resolve and provide customer focused solutions to issues • Develop and maintain effective working relationships with open channels of communication to provide and obtain information
External	
External Service Provider	• Monitor provision of service to ensure compliance with service arrangements • Develop and maintain effective working relationships with open channels of communication to provide and obtain information

Role dimensions

Decision making

Decisions which are made by the role holder include:

- Day to day management of their own work priorities within agreed parameters and approved individual and team work plans.

- Providing information and advice to internal and external enquirers on relevant protocol, policies and procedures, referring to a supervisor any matters which fall outside of standard guidelines and practice.

Decisions which are referred to a supervisor include

- Any changes to project outcomes or timeframes, issues with the potential to escalate or create precedent.

- Matters requiring a higher delegated authority such as approval for expenditure and/or travel.

Reporting line

This role reports to the Executive Officer

Key knowledge and experience

- Experience in user research, interaction design, information architecture and design thinking.

Essential requirements

- Tertiary qualifications and/or relevant experience in user experience design or related field.

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
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour	**Adept**
	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**
	Value Diversity and Inclusion Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	• Be responsive to diverse cultures, backgrounds, experiences, perspectives, values and beliefs • Seek participation from others who may have different backgrounds, perspectives and needs • Be open to different perspectives and experiences in generating ideas and solving problems • Adapt well in diverse environments Respond constructively to feedback regarding observations of bias in language or behaviour	**Intermediate**
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	**Adept**

Capability group/sets	Capability name	Behavioural indicators	Level
	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**
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs	**Intermediate**
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety • Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks	**Adept**
Business Enablers	**Project Management** Understand and apply effective planning, coordination and control methods	• Perform basic research and analysis to inform and support the achievement of project deliverables • Contribute to developing project documentation and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify and escalate possible variances from project plans	**Intermediate**

Occupation specific capability set (Skills Framework for the Information Age – SFIA)		
Category and Sub-Category	**Level Descriptions**	**Level and Code**
Development and Implementation User Experience	**User Experience Design (HCEV) -** Designs and develop users' digital and off-line tasks, interaction and interfaces to meet agreed usability and accessibility requirements. Translates concepts into outputs and prototypes and captures user feedback to improve designs. Specifies appropriate tools, methods and design patterns. Evaluates alternative design options and recommends designs taking into account performance, usability and accessibility requirements. Interprets and follows visual design and branding guidelines to create consistent and impactful user experience.	**Level 4** **HCEV**

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	Display Resilience and Courage	• Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
Relationships	Commit to Customer Service	• Provide customer-focused services in line with public sector and organisational objectives	Adept
	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	Adept
	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	Intermediate
	Technology	• Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	• Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational

Occupation specific capability set	
SFIA **Development and Implementation, User Experience, User Experience Design**	**Level 4 - HCEV**
Development and Implementation, Systems Development, Software Design	Level 3, SWDN
Development and Implementation, User Experience, User Experience Analysis	Level 3, UNAN
Development and Implementation, User Experience, User Research	Level 3 - URCH