

Role Description

Principal Design Advisor

Cluster	Planning, Industry & Environment
Agency	Department of Planning Industry and Environment
Division/Branch/Unit	Place Design and Public Space / Government Architect NSW (GANSW)
Location	Sydney
Classification/Grade/Band	Planning Officer (Professional) Level 3
Role Number	TBC
ANZSCO Code	232611
PCAT Code	1111192
Date of Approval	November 2020
Agency Website	www.dpie.nsw.gov.au , www.governmentarchitect.nsw.gov.au

About the Department of Planning, Industry and Environment

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. We strive to be a high-performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

Government Architect NSW (GANSW) is situated within the Place, Design and Public Space division. GANSW is a multi-disciplinary team of qualified design professionals within the Department which support NSW Government to realise public value through great design. The team has extensive experience in government and industry and draws on a range of disciplines, including urban design, architecture, landscape architecture and allied services. GANSW plays a key strategic and advocacy role within NSW government to champion, connect and advise on the design quality of the built environment and public domain. GANSW set strategic direction through policies, guidance and research and implement systems and collaborations to assure design quality.

Primary purpose of position

The Principal Design Advisor provides high-level expert design advice and strategic analysis relating to significant projects to support high quality, sustainable design outcomes on behalf of GANSW. A key purpose will be to work collaboratively within the Department and across government agencies to provide design advice and design management services for significant projects. The role will promote design culture, build capacity and co-design processes that enhance design related decision making and support delivery of good design across government agencies. The role will also produce guidance material and tools around design related themes.

Key accountabilities

- Provide expert advice and leadership on architectural and design issues to improve design quality across government agencies and support decision-making.
- Raise awareness and understanding of best practice design processes and facilitate a culture of design thinking to improve design quality across government agencies.
- Develop integrated, collaborative co-design processes to support better built environment outcomes for government projects.
- Develop and input into policy and best practice resources to facilitate improved benchmarks in design, planning and development in NSW.
- Develop partnerships with government agencies, industry, tertiary sector and professional associations to support design-led processes, foster research and develop interdisciplinary collaborations.
- Identify research areas and facilitate research as required to support best practice approaches and inform decision-making.

Key challenges

- Working with existing and new government agency staff through significant cultural changes and guiding the efforts of a cohort of design stewards;
- Providing design advice effectively within a collaborative partnership structure and existing program and project control processes;
- Developing a contemporary approach to project lifecycles which rebalance the tension between design quality, time and cost.

Key relationships

Who	Why
Internal	
Directors	<ul style="list-style-type: none"> • Receive leadership, direction, oversight and guidance • Provide feedback on approaches, outcomes and performance
Senior Design Advisors	<ul style="list-style-type: none"> • Collaborate and work to support development teams • Provide leadership, direction, instruction and guidance • Provide feedback on approaches, outcomes and performance
Government Architect	<ul style="list-style-type: none"> • Provide strategic advice and recommendations on good design • Escalate and advise of major, new or emerging design related issues • Contribute to the development and maintenance of GANSW publications, systems, policies and procedures
External	
NSW Government agencies, other organisations and institutions	<ul style="list-style-type: none"> • Provide specialist input and advice with respect to design processes and outcomes • Develop and maintain effective relationships and communication networks, including design governance structures • Respond to enquiries and provide design quality advice • Consult and negotiate about design related issues • Engage and communicate to obtain input to inform design related policy review and development

Who	Why
	<ul style="list-style-type: none"> • Liaise to gain acceptance and understanding of GANSW decisions for sensitive issues • Advocate for integrated design processes that will support good working relationships between industry and the government client
Industry peak bodies, local government and community groups	<ul style="list-style-type: none"> • Liaise to build an understanding of GANSW • Engage and communicate to promote the work of GANSW • Advocate for integrated design processes that will support good working relationships between industry and the government client
External providers and specialist consultancies	<ul style="list-style-type: none"> • Lead effective briefing, selection and management of external supplier arrangements • Set clear performance parameters, monitor delivery of services and resolve issues to improve service outcomes • Advocate for integrated design processes that will support good working relationships between industry and the government client

Role dimensions

Decision making

The Principal Design Advisor

- sets the direction for design quality related processes and projects, manages the day to day operations and sets priorities in consultation with their Director
- determines own day to day work priorities within the agreed work program, negotiates matters related to area of responsibility, and makes decisions in relation to how to achieve work outcomes
- determines direction and provides instruction to direct reports in order to achieve work outcomes
- is fully accountable for the content, accuracy, validity and integrity of work undertaken
- must consult with the Director on significant issues or conflicts arising in the course of work performed
- operates within legislative and regulatory provisions, public sector frameworks, Department strategic and business plans, policies, delegations, budget and resource parameters

Reporting line

The Principal Design Advisor will report to Director, Government Architect NSW.

Direct reports

The Principal Design Advisor may have up to five direct reports.

Budget / Expenditure

Nil

Key knowledge and experience

- Significant experience working collaboratively with and across a broad range of stakeholders: diverse agencies and tiers of government, private sector, education / industry / tertiary sectors, professional organisations and communities

- Substantial experience ability to provide strategic leadership across a range of circumstances in policy, practice, education and research, drawing upon innovative architectural, urban design and other design practices locally and nationally

Essential requirements

- Degree in architecture, landscape architecture, urban design and/or other relevant discipline and significant relevant experience
- Be eligible to be registered in the peak body for specialist design qualification (where applicable)

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	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • 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

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • 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 	Advanced
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Recognise outcomes achieved through effective collaboration between teams • Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government • Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies 	Advanced
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict 	Adept






FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Results</p>	<p>Think and Solve Problems</p> <p>Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> • 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 	Advanced
 <p>Business Enablers</p>	<p>Project Management</p> <p>Understand and apply effective planning, coordination and control methods</p>	<ul style="list-style-type: none"> • Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects 	Adept
 <p>People Management</p>	<p>Manage Reform and Change</p> <p>Support, promote and champion change, and assist others to engage with change</p>	<ul style="list-style-type: none"> • Promote change processes and communicate change initiatives across the team or unit • Accommodate changing priorities and respond flexibly to uncertainty and ambiguity • Support others in managing uncertainty and change 	Intermediate

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	Adept
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Advanced
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
 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	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	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	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
 People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	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	Intermediate