# Role Description
# Senior Service Designer

| Cluster | Separate Agency |
|---|---|
| Agency | NSW Education Standards Authority (NESA) |
| Division/Branch/Unit | Information and Communications Technology |
| Location | 117 Clarence Street, Sydney |
| Classification/Grade/Band | Clerk grade 9/10 |
| Role Number | T1623 |
| ANZSCO Code | |
| PCAT Code | |
| Agency Website | www.educationstandards.nsw.edu.au |
| Date of Approval | August 2022 |

## Agency overview

The NSW Education Standards Authority (NESA) was formally established on 2 January 2017 to improve quality teaching and student learning across all schools and school sectors. It is responsible for the curriculum, assessment, teacher accreditation and regulatory standards in NSW schools, and accreditation of early childhood teachers.

## Primary purpose of the role

Deliver a range of expert, customer-focused designs and digital user experiences that meet NSW Government objectives and goals. Apply a deep understanding of design thinking, bringing together user research, interactive design, and architecture, to create innovative experiences supporting high value products and services.

### Key accountabilities

- Lead and drive the development of concepts, including the definition of customer needs, task analysis and the creation of sitemaps, process/screen flows and wireframes to meet service delivery outcomes

- Give concepts meaning by visualizing service concepts, and creating visually compelling concept models that are fit for purpose and to expected standards

- Build consensus between services and/or stakeholders to create a continually collaborative environment that sustains good service, resolving technical disputes with varying levels of complexity and risk, solving issues and unblocking problems to meet service delivery outcomes

- Support and provide expert advice in the creation of services bringing together user needs, business goals and technical feasibility to ensure optimal service delivery

- Analyze existing business properties / sites to identify overall inefficiencies and/or non-compliance and develop and implement solutions to improve business performance based on user needs, available technology, alignment with standards and value for money

- Make complex and technical information and language simple and accessible for non-technical audiences, facilitating difficult discussions within the team or with diverse stakeholders and assisting with the management of collaborative processes across the organisation to support the delivery of services to stakeholders and customers

- Support the implementation of service improvements by sharing best practice, coaching others,

translating user stories, proposing design approaches or services to meet strategic business needs, developing, and delivering user testing sessions and facilitating workshops to build capability

**Key challenges**

- Designing solutions that cater for the needs of users and businesses while balancing often conflicting requirements
- Managing Stakeholder expectations and ensuring that the stakeholder and customer needs are effectively represented given potential conflicts and competing priorities

## Key relationships

| Who | Why |
| --- | --- |
| **Internal** | |
| Manager | • Escalate issues, keep informed, advise, receive guidance and instructions<br><br>• Provide recommendations and inform through reporting any sensitive and emerging issues<br><br>• Participate in meetings and discussions to share information and provide input and feedback |
| Work Team | • Support team members and work collaboratively to contribute to achieving the team's business outcomes<br><br>• Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice<br><br>• Represent work group perspective and share information |
| Customers/Stakeholders | • Engage with, consult, seek clarification, and provide customer focused advice and responses to resolve and provide solutions to issues<br><br>• Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards |
| **External** | |
| Customers/Stakeholders | • Provide customer focused advice and responses to resolve and provide solutions to issues<br><br>• Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards |
| External Service Provider | • Monitor provision of service to ensure compliance with service arrangements<br><br>• Develop and maintain effective working relationships with open |

# Role dimensions

**Decision making**

The role has autonomy and makes decisions that are under their control as directed by their manager. It refers to a manager's decision that requires significant change to program outcomes or timeframes or is likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables, and outcomes.

**Reporting line**
The role reports to Manager Architecture & Infrastructure

**Direct reports**

Nil

**Budget/Expenditure**

N/A

## Essential requirements

Tertiary qualifications and/or industry experience in user experience or related field

Extensive experience developing end-to-end solution design using Cloud Computing Technologies, Infrastructure, Big Data, BI, UX/UI, Mobility, and SaaS

Exceptional problem solving, analytical and organisational skills including the ability to recommend improvements/alternatives

Strong consulting, negotiation skills and ability to work within diverse teams and key stakeholders both internal and external to the organization

## 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.

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## FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioral indicators | Level |
|---|---|---|---|
| **Personal Attributes** | **Display Resilience and Courage**<br><br>Be open and honest, prepared to express your views, and willing to accept and commit to change | • Be flexible, show initiative and respond quickly when situations change<br><br>• Give frank and honest feedback and advice<br>• Listen when ideas are challenged, seek to understand the nature of the comment, and respond appropriately<br>• Raise and work through challenging issues and seek alternatives<br>• Remain composed and calm under pressure and in challenging situations | Adept |
| **Relationships** | **Commit to Customer Service**<br>Provide customer-focused services in line with public sector and organizational objectives | • Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience<br>• Ensure systems are in place to capture customer service insights to improve services<br>• Initiate and develop partnerships with customers to define and evaluate service performance outcomes<br>• Promote and manage alliances within the organisation and across the public, private and community sectors<br>• Liaise with senior stakeholders on key issues and provide expert and influential advice<br>• Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches<br>• Ensure that the organization's systems, processes, policies, and programs respond to customer needs | Advanced |
| **Results** | **Deliver Results**<br>Achieve results through the efficient use of resources and a commitment to quality outcomes | • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes<br>• Make sure staff understand expected goals and acknowledge staff success in achieving these<br>• Identify resource needs and ensure goals are achieved within set budgets and deadlines<br>• Use business data to evaluate outcomes and inform continuous improvement<br>• Identify priorities that need to change and ensure the allocation of resources meets new business needs<br>• Ensure that the financial implications of changed priorities are explicit and budgeted for | Adept |

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| | **Think and Solve Problems**<br>Think, analyse, and consider the broader context to develop practical solutions | • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues<br>• Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others<br>• Take account of the wider business context when considering options to resolve issues<br>• Explore a range of possibilities and creative alternatives to contribute to system, process, and business improvements<br>• Implement systems and processes that are underpinned by high quality research and analysis<br>• Look for opportunities to design innovative solutions to meet user needs and service demands<br>• Evaluate the performance and effectiveness of services, policies, and programs against clear criteria | Advanced |
| **Business Enablers** | **Technology**<br>Understand and use available technologies to maximize efficiencies and effectiveness | • Identify opportunities to use a broad range of technologies to collaborate<br>• Monitor compliance with cyber security and the use of technology policies<br>• Identify ways to maximise the value of available technology to achieve business strategies and outcomes<br>• Monitor compliance with the organisation's records, information, and knowledge management requirements | Adept |

## Occupation specific capability set

| | | | |
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| **SFIA** | **Development and Implementation, User Experience, User experience design**<br>The process of iterative design to enhance user satisfaction by improving the usability and accessibility provided when interacting with a system, product, or service. The design of users' digital and offline tasks, interactions, and interfaces to meet usability and accessibility requirements. The refinement of designs in response to user-centered | • Designs and develop users' digital and off-line tasks, interaction, and interfaces to meet agreed usability and accessibility requirements.<br>• Translates concepts into outputs and prototypes and captures user feedback to improve designs.<br>• Specifies appropriate tools, methods, and design patterns.<br>• Evaluates alternative design options and recommends designs considering performance, usability, and accessibility requirements.<br>• Interprets and follows visual design and branding guidelines to create consistent and impactful user experience | **Level 4, HCEV** |

| | evaluation and feedback and communication of the design to those responsible for design, development, and implementation | | |
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## 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 | Intermediate |
| | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
| | Value Diversity and Inclusion | Demonstrate inclusive behavior and show respect for diverse backgrounds, experiences, and perspectives | Adept |
| 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 | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy, and guidelines | Intermediate |
| Business Enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| | Project Management | Understand and apply effective project planning, coordination and control methods | Adept |

## COMPLEMENTARY CAPABILITIES

| Capability group/sets | Capability name | Description | Level |
|---|---|---|---|
| SFIA | Development and Implementation, Systems development, Software design | The specification and design of software to meet defined requirements by following agreed design standards and principles. The definition of software, components, interfaces, and related characteristics. The identification of concepts and patterns and the translation into a design which provides a basis for software construction and verification. The evaluation of alternative solutions and trade-offs. The facilitation of design decisions within the constraints of systems designs, design standards, quality, feasibility, extensibility, and maintainability. The development and iteration of prototypes/simulations to enable informed decision-making. The adoption and adaptation of software design models, tools and techniques based on the context of the work and selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches | Level 4, SWDN |
| | Development and Implementation, User Experience, User experience analysis | The identification, analysis, clarification, and communication of the context of use in which applications will operate, and of the goals of products, systems, or services. Analysis and prioritisation of stakeholders' user experience needs and definition of required system, product or service attributes, behaviour, and performance. The definition and management of user experience and user accessibility requirements for all potential users | Level 4, UNAN |
| | Development and Implementation, User Experience, User research | The identification of users' behaviours needs and motivations through ethnography, observation techniques, task analysis, and other methodologies that incorporate both the social and technological context. Taking an approach that incorporates significant involvement of users in research to generate deep understanding and uncover new opportunities for systems, products, and services. The quantification of different user populations and their needs, identifying target users and segments to maximize the chances of design success for systems, products, and services. The inclusion of a range of users in research activities to capture the diversity of users of the organization's systems, products, and services and the imperative to make these usable and accessible for everyone | Level 4, URCH |