PRODUCT RESEARCHER

BRANCH/UNIT	Product Group
TEAM	Product Pipeline
LOCATION	Optional
CLASSIFICATION/GRADE/BAND	TAFE Worker Level 8
POSITION NO.	TBA
ANZSCO CODE	225112 PCAT CODE
TAFE Website	www.tafensw.edu.au

1. ORGANISATIONAL ENVIRONMENT

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

2. POSITION PURPOSE

The Product Researcher is responsible for gathering and analysing data to inform the evaluation of demands for the development of current and emerging training products.

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Last Updated: January 2021   Version 1   Page 1 of 5
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3. KEY ACCOUNTABILITIES

1. Specify market requirements for current and future products by collecting, in collaboration with Product, Market and Student Experience Groups, collating and analysing data to inform product prioritisation decisions and forecasting of future demands.
2. Maintain a roadmap of forecasted product development requirements, including estimated timelines for transitioning training products and expiring accredited courses.
3. Perform valid and reliable product research SWOT analysis.
4. Apply qualitative and quantitative techniques to interpret data and formulate reports to produce recommendations that benefit Product Group and TAFE NSW outcomes.
5. Provide analysis on training products to identify opportunities for development efficiencies and digitisation and contribute to better business decision making in the prioritisation and development of products.
6. Remain fully informed on product trends, other competitors' research and implement best practices to assist with product development, continually improving existing products and identifying product development opportunities.
7. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
8. Place the customer at the centre of all decision making.
9. Work with the Line Manager to develop and review meaningful performance management and development plans.

4. KEY CHALLENGES

- Balancing operational demands given the need to manage research in a climate of change whilst also delivering on day to day priorities.
- Engaging customers and partner relationships for research, while managing internal competing priorities.
- Ensuring technical knowledge and expertise is maintained and continually improved to appropriately inform customer and product research in a dynamic environment.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Lead Demand	• Receive leadership, direction and support.
Product Pipeline teams	• Engage in collegiate collaborations to support the prioritisation of demands for the development of current and future training products.
Product Planning teams	• Engage in collegiate collaborations to inform requirements for the development of training products.
Head Teachers and Teachers across Skills Teams	• Engage and collaborate on research activities.

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Last Updated: January 2021   Version 1   Page 2 of 5

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Market Group	• Engage and collaborate on research activities and opportunities.
External	
Industry and Community organisations/stakeholders	• Collaborate and engage on customer and product research. • Ensure stakeholder expectations are being considered and addressed in research approaches, activities and recommendations.

6. POSITION DIMENSIONS

Reporting Line: Lead Demand

Direct Reports: Nil
Indirect Reports: Nil

Financial delegation: TBA
Budget/Expenditure: TBA

Decision Making:

- Makes decision on complex and sensitive issues that have a high level of impact on the immediate work area and the potential to impact more broadly on agency operations and externally.
- Matters requiring a higher level of approval are referred to the Innovation Team Manager.

7. ESSENTIAL REQUIREMENTS

1. Degree in relevant discipline or equivalent skills, knowledge and experience.
2. Ability to address and meet focus capabilities as stated in the Position Description.

8. CAPABILITIES

NSW Public Sector Capability Framework

Below is the full list of capabilities and the level required for this role as per the NSW Public Sector Capability Framework. The capabilities **in bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational **>** Intermediate **>** Adept **>** Advanced **>** Highly Advanced

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CAPABILITY GROUP	NAME	LEVEL
Personal Attributes	Display Resilience & Courage	Foundational
	Act with Integrity	**Intermediate**
	Manage Self	**Adept**
	Value Diversity and Inclusion	Foundational
Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	**Adept**
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
Results	**Deliver Results**	**Adept**
	Plan And Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
Business Enablers	Finance	Intermediate
	Technology	**Adept**
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

FOCUS CAPABILITIES

The focus capabilities for the Product Researcher 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 position's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Intermediate	• Represent the organisation in an honest, ethical and professional way. • Support a culture of integrity and professionalism. • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct. • Recognise and report misconduct and illegal and inappropriate behaviour. • Report and manage apparent conflicts of interest and encourage others to do so.
Personal Attributes Manage Self	Adept	• 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.
Relationships Commit to Customer Service	Adept	• Take responsibility for delivering high-quality customer-focused services. • Design processes and policies based on the customer's point of view and needs.

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NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		• Understand and measure what is important to customers. • Use data and information to monitor and improve customer service delivery. • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers. • Maintain relationships with key customers in area of expertise. • Connect and collaborate with relevant customers within the community.
Results Deliver Results	Adept	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes. • Make sure staff understand expected goals and acknowledge staff success in achieving these. • Identify resource needs and ensure goals are achieved within set budgets and deadlines. • Use business data to evaluate outcomes and inform continuous improvement. • Identify priorities that need to change and ensure the allocation of resources meets new business needs. • Ensure that the financial implications of changed priorities are explicit and budgeted for.
Business Enablers Technology	Adept	• Identify opportunities to use a broad range of technologies to collaborate. • Monitor compliance with cyber security and the use of technology policies. • Identify ways to maximise the value of available technology to achieve business strategies and outcomes. • Monitor compliance with the organisation's records, information and knowledge management requirements.

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