

Role Description

Manager, Insights



Customer
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	139999
PCAT Code	1339192
Date of Approval	January 2020

Primary purpose of the role

Lead and manage a team of data specialists to develop insights to maximise revenue and/or cost effectiveness and customer experience outcomes. Provide advice and technical leadership in data insights including data engineering and information analysis.

Key accountabilities

- Lead and manage a team responsible for developing, supporting and improving data analytics, insights and business intelligence to ensure optimal service delivery and cost effectiveness
- Provide technical leadership in data engineering and analysis to address business initiatives requiring expert analysis of multiple and diverse information to inform evidence based, data driven decision making
- Lead the design and implementation of sophisticated data-based projects to support customer profiling and reporting
- Maintain knowledge of current developments and application of data engineering and analysis; and champion continuous improvement for data service that maximises compliance and customer experience outcomes
- Contribute to the development and implementation of strategies, programs, policies, procedures and guidance to support continuous improvement and optimise service delivery outcomes
- Develop and maintain service level agreements with internal customers to drive and support the delivery of analytics, insights and business intelligence

Key challenges

- Developing and implementing strategies and plans to enhance the capabilities of the Business unit while balancing competing priorities
- Maintaining technical competence and knowledge in the Business unit, legislation, processes and procedures in a continually changing work environment
- Ensuring the optimal allocation of relevant staff to projects that will support variety of priority outcomes without compromising service delivery deadlines

Key relationships

Who	Why
Internal	
Manager/Executive	<ul style="list-style-type: none"> Contribute to broader unit issues and provide expert advice and guidance on a range of project and initiatives Advise and guide on instructions, techniques and programs to support the goals of the Business unit Identify emerging issues/risks and their implications and propose solutions Participate in meetings and discussions, receive guidance and instructions
Direct reports	<ul style="list-style-type: none"> Guide, support, coach, mentor and manage performance Work collaboratively with, inspire and motivate to ensure teams thrive Provide guidance regarding the future direction and strategy across all products and product interdependencies Resolve escalations, counsel and ensure integrity and accountability of decision making
Work Team	<ul style="list-style-type: none"> Represent work group perspective and share information Support team members and work collaboratively to contribute to achieving the teams business outcomes and positive customer experience
Client/Customer	<ul style="list-style-type: none"> Respond to agreed service level agreements with internal business clients for the delivery of data analytics, insights and business intelligence Provide complex customer focused advice to key stakeholders to ensure consistent approaches and appropriate standards are met
External	
Stakeholders	<ul style="list-style-type: none"> Build relationships, through communication and liaison to ensure appropriate delivery of effective customer focused analytics and insights

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

Director

Direct reports

This role has various direct reports

Budget/Expenditure

As per Customer Service delegations

Essential requirements






Nil

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Advanced
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Intermediate

Focus capabilities

The focus capabilities for the role 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 role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Advanced	<ul style="list-style-type: none"> • Model the highest standards of ethical behaviour and reinforce them in others • Represent the organisation in an honest, ethical and professional way and set an example for others to follow • Ensure that others have a working understanding of the legislation and policy framework within which they operate • Promote a culture of integrity and professionalism within the organisation and in dealings external to government • Monitor ethical practices, standards and systems and reinforce their use • Act on reported breaches of rules, policies and guidelines
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results Think and Solve Problems	Advanced	<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 • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols and policies
People Management Optimise Business Outcomes	Adept	<ul style="list-style-type: none"> • Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives • Allocate resources to ensure achievement of business outcomes and contribute to wider workforce planning • Ensure that team members base their decisions on a sound understanding of business principles applied in a public sector context • Monitor performance against standards and take timely corrective actions • Keep others informed about progress and performance outcomes