

CX PROJECT TEAM ASSOCIATE

BRANCH/UNIT	Future and Innovation, ETG		
TEAM	CX Project Team		
LOCATION	Various		
CLASSIFICATION/GRADE/BAND	TWL8		
POSITION NO.	81204055, 81204056, 81204060		
ANZSCO CODE	TBA	PCAT CODE	TBA
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 CX Project Team Associate is responsible for informing the Human Centred Design (HCD) process and help the CX team understand the employee and customer context to build actionable insights, prototype experiments and sustainable industry leading customer experiences.

3. KEY ACCOUNTABILITIES

1. Work collaboratively within a CX Project team to drive positive customer experiences that ensure measurable success and through the identification of CX needs and the formulation and provision of recommendations for initiatives to achieve the overall TAFE NSW CX strategy.
2. Practice using HCD processes (qualitative research, prototyping, co-design, iteration, ideation, and design development), CX tools (like insights, principles, strategies personas, and customer journey and experience maps) and CX metrics to discovery, define, develop and communicate CX needs and solutions.
3. Work alongside project team members to communicate the CX team's progress throughout the project through CX communication practices such as showcases, stand-ups and specific stakeholder and peer engagements.
4. Leverage existing relationships within their functional area to identify participants for CX Interviews and prototype experimentation.
5. Leverage functional knowledge to identify and develop opportunities within the project scope for experience improvement.
6. Use current experience and functional knowledge within TAFE NSW to inform the HCD process and help the CX team understand the employee and customer context to build actionable insights, prototype experiments and sustainable industry leading customer experiences.
7. Articulate understanding of routines, processes, practices and governance for the CX project team to ensure new customer and employee experiences are desirable, feasible and viable and readily adoptable by colleagues and customers.
8. 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.
9. Place the customer at the centre of all decision making.
10. Work with the Line Manager to develop and review meaningful performance management and development plans.

4. KEY CHALLENGES

- Encouraging participation of colleagues from within their functional area in the CX project processes to ensure long term commitment to CX project outcomes.
- Maintaining a focus on the CX project outcomes while helping to build a pipeline of ongoing CX opportunities.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Customer Experience Design	<ul style="list-style-type: none"> • Receive advice, direction and support regarding CX project.
CX Project Team Lead	<ul style="list-style-type: none"> • Receive advice, direction and support regarding CX project including scope, activities, tasks and deliverables. • Gain understanding of CX and HCD methods.

CX Business Partners	<ul style="list-style-type: none"> • Receive support and guidance on CX and HCD practice. • Gain regional understanding as needed for CX Project outcomes.
CX Project team	<ul style="list-style-type: none"> • Collaborate to leverage extant knowledge and relationships to build new CX Project outcomes.

6. POSITION DIMENSIONS

Reporting Line: Head of Customer Experience Design

Direct Reports: Nil

Indirect Reports: Nil

Financial delegation: TBA

Budget/Expenditure: TBA

Decision Making:

- Work with the CX project team members on activity specific decision making to ensure deadlines are met and that all deliverables meet with team objectives.
- Matters requiring higher level of approval are referred to the CX Project Team Lead.

7. ESSENTIAL REQUIREMENTS

1. Degree in relevant discipline or equivalent skills, knowledge and experience.
2. Current understanding of relevant TAFE practices, processes and systems associated with their functional area and the ability to communicate these to a Project team.
3. Keen interest in actively participating and promoting positive change within TAFE along with strong empathy for customers and employees.
4. Experience in midlevel TAFE NSW positions and a strong applied working knowledge of the functional areas and how they integrate with adjacent functions.
5. Ability to address the focus capabilities as outlined 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

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

FOCUS CAPABILITIES

The focus capabilities for the CX Project Team Associate 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 Focus Capabilities

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage Self	Intermediate	<ul style="list-style-type: none"> Adapt existing skills to new situations. Show commitment to achieving work goals. Show awareness of own strengths and areas for growth and develop and apply new skills. Seek feedback from colleagues and stakeholders. Maintain own motivation when tasks become difficult.
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to the audience. Clearly explain complex concepts and arguments to individuals and groups. Monitor own and others' non-verbal cues and adapt where necessary. Create opportunities for others to be heard. Actively listen to others and clarify own understanding. Write fluently 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.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> 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		
Deliver Results	Intermediate	<ul style="list-style-type: none"> Complete work tasks to agreed budgets, timeframes and standards. Take the initiative to progress and deliver own and team/unit work. Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals. Seek and apply specialist advice when required.
Results		
Deliver Results	Adept	<ul style="list-style-type: none"> Take responsibility for delivering on intended outcomes. Make sure team/unit staff understand expected goals and acknowledge success. Identify resource needs and ensure goals are achieved within budget and deadlines. Identify changed priorities and ensure allocation of resources meets new business needs. Ensure financial implications of changed priorities are explicit and budgeted for. Use own expertise and seek others' expertise to achieve work outcomes.
Business Enablers		
Technology	Intermediate	<ul style="list-style-type: none"> Apply computer applications that enable performance of more complex tasks. Apply practical skills in the use of relevant technology. Make effective use of records, information and knowledge management functions and systems. Understand and comply with information and communications security and acceptable use policies. Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies.