

Role Description

Account Manager, Brand

Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	Customer Strategy and Technology/Marketing and Campaigns
Location	Sydney
Classification/Grade/Band	Grade 8
Senior Executive Work Level Standards	Work Contribution Stream: Professional/Technical/Specialist
Kind of Employment	Ongoing
Role Number	51001754 and 51001753
ANZSCO Code	149212
PCAT Code	3511492
Date of Approval	August 2019
Agency Website	www.transport.nsw.gov.au

Agency overview

Transport for NSW (TfNSW) is the lead agency of the NSW Transport cluster. At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is of a connected roads and public transport network that has higher capacity and gives people the freedom to choose how and when they get around, no matter where they live and work. Right now, we're delivering a \$41.5bn program – the largest this nation has ever seen – to keep people and goods moving, connect communities and shape the future of our cities, centres and regions. At Transport, we're also committed to creating a diverse, inclusive and flexible workforce which reflects the community and the customers we serve.

Primary purpose of the role

The primary objective of this role is to support the Senior Account Manager, Brand by undertaking complex projects and activities that encourage and promote the use of public transport, safety on roads and waterways, licensing in NSW, corporate communications and supports a customer focused culture across the Transport portfolio.

Key accountabilities

- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers
- Champion the brand through proactive engagement with the business and support the execution of the Brand Management Strategy for the Transport portfolio, incorporating modern marketing techniques for both internal and external communications.
- Analyse and scope client requirements to inform creative briefs. Apply governance processes where required to progress jobs and report risk and development.
- Drive implementation of brand, visual identity and design guidelines and protocols to ensure consistency across the portfolio.
- Coordinate the development of appropriate measures and measurement techniques to assess brand performance for brand strength and value by consulting with key stakeholders and reviewing information from Customer Insight.
- Help to deliver and implement recommendations to improve brand compliance.

- Undertake research and brand projects, identify factors that affect brand performance and perception and make recommendations to evolve brand strategy, brand identity and experience.
- Co-ordinate briefing of creative services in designing, developing and managing production of communication collateral for the brand to ensure a consistent brand message.

Key challenges

- Understand the complexity of existing culture across the portfolio to ensure the consistency of brand definition, message and proposition.
- Keep abreast of current and emerging best practice in brand management to ensure creative and quality delivery of brand strategies aligned with customer service needs. Manage stakeholder expectations and work with project groups to achieve innovative solutions within brand guidelines.

Key relationships

Who	Why
Internal	
Senior Account Manager, Brand and Leadership team	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions • Provide regular updates on key projects, issues and priorities • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes.
Account Management Team	<ul style="list-style-type: none"> • Lead, inspire and motivate the team, provide direction and manage performance
Other TfNSW divisions and Transport operating agencies and stakeholders	<ul style="list-style-type: none"> • Build collaborative working relationships
External	
Ministers Offices, Service providers, providers of specialist contracting and consultancy services, other government agency (State and Commonwealth); private sector groups; corporate and industry associations	<ul style="list-style-type: none"> • Participate in forums, groups to represent agency and share information • Provide advice and respond to requests for information

Role dimensions

Decision making

As per the delegations for the role.

Reporting line

This role reports to the Senior Account Manager, Brand.

Direct reports

This role has no direct report.

Budget/Expenditure

The budget/expenditure allocation for the role is to be confirmed.

Essential requirements

Tertiary qualification in a relevant discipline, or equivalent experience.

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

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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	Intermediate
	Act with Integrity	Adept
	Manage Self	Adept
	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	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	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	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
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 • 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
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals Seek and apply specialist advice when required
		<ul style="list-style-type: none"> Take responsibility and be accountable for own actions Understand delegations and act within authority levels Identify and follow safe work practices, and be vigilant about their application by self and others Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly
Business Enablers Project Management	Intermediate	<ul style="list-style-type: none"> Perform basic research and analysis which others will use to inform project directions Understand project goals, steps to be undertaken and expected outcomes Prepare accurate documentation to support cost or resource estimates Participate and contribute to reviews of progress, outcomes and future improvements Identify and escalate any possible variance from project plans