

# Role Description

## Senior Project Lead, Implementation



Department of Primary Industries  
and Regional Development

<b>Portfolio</b>	Department of Primary Industries and Regional Development
<b>Department</b>	DPIRD
<b>Division/Branch/Unit</b>	Agriculture / Climate Branch / Farms of the Future
<b>Classification/Grade/Band</b>	Clerk Grade 9-10
<b>Role Family</b> ( <i>internal use only</i> )	Adapted / Science and Engineering / Deliver
<b>ANZSCO Code</b>	511112
<b>PCAT Code</b>	1119192
<b>Date of Approval</b>	November 2024
<b>Agency Website</b>	<a href="http://www.dpi.nsw.gov.au">www.dpi.nsw.gov.au</a>

### Agency overview

The Department of Primary Industries and Regional Development (DPIRD) is the department dedicated to growing primary industries and supporting regional economic development to deliver long term benefits to the state. Our focus is to protect, support and develop our primary industries, mining sector, and regions.

DPIRD brings together Agriculture and Biosecurity; Fisheries and Forestry; Local Land Services; NSW Resources; Regional Development and Delivery; the Regional Growth NSW Development Corporation; NSW Public Works and Soil Conservation Service.

We have nearly 5,000 employees, with almost 80 per cent of us living and working in regional NSW.

### Primary purpose of the role

The Farms of the Future program is aimed at improving the adoption of digital technologies in the NSW agricultural sector. The Senior Project Lead Implementation, is responsible for leading the project operations and implementation activities in the field, needed to support the Farms of the Future program.

### Key accountabilities

- Manage the field implementation team to ensure project management and the effective delivery of education, demonstration hub and event activities to stakeholders.
- Work closely with the Program Leader to ensure implementation team activities are delivered in alignment with the program strategy and goals.
- Provide feedback, advice and support for the design of education tools, events, producer training and manage participant satisfaction.
- Participate in project evaluation activities.
- As part of data management, work with NSW DPIRD experts to collect primary level farm environmental data in a repository and carry out high-level analysis for the purpose of network quality assurance as well as program monitoring and evaluation. Provide strategic direction to the project education team and wider DPIRD about opportunities to use digital technologies in driving on farm adoption.
- Work collaboratively with government and industry stakeholders to ensure the needs of



agriculture are considered in the development and adoption of standards in digital technology.

- Maintain peer relevance by keeping up to date with technology research, development, and adoption, establishing and maintaining effective scientific and industry networks, delivering presentations and attending seminars and other professional forums to ensure that the Department has access to relevant information.

## Key challenges

- Keeping pace with rapid developments in digital agriculture and their implementation in regional NSW.
- Working with industry to design, create and deliver appropriate education initiatives.
- Communicating technical and adoption messages to industry stakeholders and government.

## Key relationships

Who	Why
<b>Internal</b>	
Program Leader Farms of the Future	<ul style="list-style-type: none"> <li>• Discuss priorities and provide regular updates on key issues</li> <li>• Receive direction on work planning and priority tasks</li> </ul>
DPIRD Climate, Farms of the Future program team	<ul style="list-style-type: none"> <li>• Interact and work collaboratively with project colleagues to achieve project targets</li> </ul>
DPIRD, Digital Agriculture team	<ul style="list-style-type: none"> <li>• Collaborate with digital ag specialists within NSW DPIRD to develop, plan and implement education initiatives</li> </ul>
Commercial industry partners	<ul style="list-style-type: none"> <li>• Collaborate and interact with commercial industry partners to develop and deploy education initiatives and events</li> </ul>
Suppliers & Vendors	<ul style="list-style-type: none"> <li>• Collaborate and interact with providers of education services</li> <li>• Collaborate and interact with representatives of agricultural organisations</li> <li>• Represent the department and deliver presentations at industry forums</li> </ul>

## Role dimensions

### Decision making

This role is autonomous and accountable for delivery of work assignments, activities and projects which relate to supporting the application of digital technologies in agriculture. The role refers to a supervisor for decisions that require significant change to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management.

### Reporting line

Program Leader Farms of the Future

### Direct reports

5 Farms of the Future Development Officers

### Budget/Expenditure

Authorisation for expenditure of allocated project resources under applicable Departmental delegation.

## Key knowledge and experience

- Technical knowledge and understanding of issues relevant to the application of digital agriculture
- Experience in designing and implementing education initiatives and producer engagement events
- Technologies in agriculture, in particular the design of farm connectivity networks and IoT devices
- Industry familiarity with commercial IoT platforms that support the farm monitoring, data analytics, and connectivity solutions

## Essential requirements

- Bachelor's Degree in Science, Agricultural Science, Marketing and Communications, Project Management, or a related discipline
- Current NSW Driver License and the ability and willingness to travel
- Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).

## 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

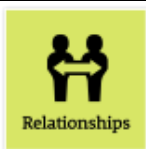
### Focus capabilities

*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.

## Focus capabilities

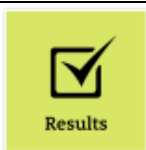
Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	<p><b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values</p>	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way</li> <li>• Support a culture of integrity and professionalism</li> <li>• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct and illegal and inappropriate behaviour</li> <li>• Report and manage apparent conflicts of interest and encourage others to do so</li> </ul>	Intermediate
 <p>Personal Attributes</p>	<p><b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning</p>	<ul style="list-style-type: none"> <li>• Keep up to date with relevant contemporary knowledge and practices</li> <li>• Look for and take advantage of opportunities to learn new skills and develop strengths</li> <li>• Show commitment to achieving challenging goals</li> <li>• Examine and reflect on own performance</li> <li>• Seek and respond positively to constructive feedback and guidance</li> <li>• Demonstrate and maintain a high level of personal motivation</li> </ul>	Adept
 <p>Relationships</p>	<p><b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives</p>	<ul style="list-style-type: none"> <li>• Focus on providing a positive customer experience</li> <li>• Support a customer-focused culture in the organisation</li> <li>• Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers</li> <li>• Identify and respond quickly to customer needs</li> <li>• Consider customer service requirements and develop solutions to meet needs</li> <li>• Resolve complex customer issues and needs</li> <li>• Cooperate across work areas to improve outcomes for customers</li> </ul>	Intermediate



**Work Collaboratively**  
Collaborate with others and value their contribution

- Recognise outcomes achieved through effective collaboration between teams
- Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government
- Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions
- Network extensively across government and organisations to increase collaboration
- Encourage others to use appropriate collaboration approaches and tools, including digital technologies

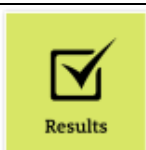
Advanced



**Think and Solve Problems**  
Think, analyse and consider the broader context to develop practical solutions

- Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence
- Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience
- Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience
- Seek contributions and ideas from people with diverse backgrounds and experience
- Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness
- Identify and share business process improvements to enhance effectiveness

Adept



**Demonstrate Accountability**  
Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

- Assess work outcomes and identify and share learnings to inform future actions
- Ensure that own actions and those of others are focused on achieving organisational outcomes
- Exercise delegations responsibly
- Understand and apply high standards of financial probity with public monies and other resources
- Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety
- Conduct and report on quality control audits
- Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks

Adept



**Technology**  
Understand and use available technologies to maximise efficiencies and effectiveness

- Champion the use of innovative technologies in the workplace
- Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies
- Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes
- Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes
- Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies

Adept





**Project Management**  
Understand and apply effective planning, coordination and control methods







- Understand all components of the project management process, including the need to consider change management to realise business benefits
- Prepare clear project proposals and accurate estimates of required costs and resources
- Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
- Identify and evaluate risks associated with the project and develop mitigation strategies
- Identify and consult stakeholders to inform the project strategy
- Communicate the project's objectives and its expected benefits
- Monitor the completion of project milestones against goals and take necessary action
- Evaluate progress and identify improvements to inform future projects

Advanced

## 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.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate

	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	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