

Role Description

Executive Director

Advanced Analytics and Insights

Cluster	Transport and Infrastructure
Agency	Transport for NSW
Division/Branch/Unit	Customer Strategy and Technology
Location	TBC
Classification/Grade/Band	TSSE 2B
Senior Executive Work Level Standards	Work Contribution Stream: Professional/Technical/Specialist
Role Number	TBC
ANZSCO Code	132511
PCAT Code	3328391
Date of Approval	October 2019
Agency Website	https://www.transport.nsw.gov.au/

Agency overview

At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is to give everyone the freedom to choose how and when they get around, no matter where they live. Right now, we're delivering a \$55.6bn program – the largest Australia 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.

Our organisation – Transport for NSW – is comprised of nine integrated divisions that focus on achieving community outcomes for the greater good and on putting our customers at the centre and our people at the heart of everything we do.

Customer Strategy & Technology

Creating the future of mobility in NSW, and shaping a world-leading transport system for our customers and communities.

Primary purpose of the role

The Executive Director provides strategic leadership of the functions aligned to the priorities of Transport for NSW in the provision of transport services and infrastructure to the community of NSW.

The role is responsible for leading strategic data analytics and insights across the Transport cluster, designing and implementing robust solutions based on data-driven insights to optimise customer journey experiences, and enabling informed strategic planning to meet business objectives.

Key accountabilities

- Provide strategic leadership and expert direction, and motivate, encourage and inspire the development of a strong, effective, efficient, ethical, engaged and professional Advanced Analytics and Insights team with a clear focus on the delivery of planned outcomes and the continual development of the capabilities and capacities of the individual members of the team.
- Provide strategic and technical leadership and high level advice in forecasting, activity data collection and reporting.
- Lead the planning, development, improvement and performance management functions of other TfNSW Divisions and operating agencies through the provision of timely and accurate data, information and analysis.
- Act as a thought leader, remaining abreast of current and emerging data analytics and trends, including domestic and international best practice, innovative approaches and opportunities to support the business objectives, achievements and performance across the Transport for NSW Cluster in delivering customer centric solutions.
- Deliver customer insights and evidence based on customer needs, preferences and perceptions, and lead the development and implementation of robust research and analysis methodologies.
- Provide the impetus for change and drive the development and delivery of customer-focused strategies, programs and initiatives through data-driven insights and analytics
- Lead and pioneer data analytics including data mining, customer analytics and segmentation based on qualitative and quantitative research to analyse customer complaints and feedback, identifying trends and issues for resolution and providing timely and evidence-based advice to the business.
- Build the team and processes to provide coordinated, timely, credible and relevant analytics, reporting and modelling to satisfy the needs of Government, TfNSW and relevant agencies and support the development and delivery of strategic freight and road network plans.
- Demonstrate the Transport Connected Leadership dimensions by role modelling collegiate and collaborative behaviours to achieve the greater good for the community, celebrate our diverse workforce, create an environment where people can create and thrive, and support our people's wellbeing
- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers.

Key challenges

- Building and maintaining a professional and credible standing with stakeholders within the government, research and wider community as a trusted adviser on Transport statistics and modelling.
- Maintaining awareness of current issues impacting the Transport portfolio, to enable the proactive management of risks and the prevention of potential issues.
- Influencing and advocating strategic development and changes across the transport portfolio to align and improve solutions to improve the customer journey experience based on data analytics and intelligence.
- Managing and balancing community, client and government needs and expectations regarding the availability of transport and freight statistics and appropriate and useful applications of information

Key relationships

Who	Why
Ministerial	
Ministerial Office and TfNSW Executive	<ul style="list-style-type: none"> Provide strategic advice and regular updates on key projects, issues and priorities
Internal	
Deputy Secretary Customer Strategy & Technology	<ul style="list-style-type: none"> Escalate issues, keep informed, advise and receive instructions Provide strategic advice and regular updates on key projects, issues and priorities Contribute to strategic planning, policy development and decision making
Other peers within Customer Strategy & Technology	<ul style="list-style-type: none"> Provide strategic and tactical advice to respond and deliver against emerging business priorities and wider initiatives
Direct Reports	<ul style="list-style-type: none"> Lead, inspire and motivate, provide direction and manage performance
Other divisions TfNSW and Transport operating agencies	<ul style="list-style-type: none"> Build collaborative working relationships Provide regular updates on key projects, issues and priorities
External	
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

The Executive Director operates with a high level of autonomy and is fully and directly accountable for: the accuracy, validity and quality of strategic advice and reporting to the Deputy Secretary Customer Strategy and Technology, Transport for NSW; the strategic leadership and performance of the branch it leads; implementation of plans, strategies, policies and technologies, and for effective management of divisional financial, capital and human resources.

Reporting line

The role reports directly to the Deputy Secretary, Customer Strategy and Technology.

Direct reports

TBC

Budget/Expenditure

TBC

Essential requirements

Tertiary qualifications in a relevant discipline, or equivalent experience

Stakeholder management expertise and experience to navigate through government processes combined with strong leadership skills and the ability to drive performance in a complex, politically and commercially sensitive environment.






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	Advanced
	Act with Integrity	Highly Advanced
	Manage Self	Advanced
	Value Diversity	Advanced
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Highly Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Advanced
 Results	Deliver Results	Highly Advanced
	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Advanced
 Business Enablers	Finance	Advanced
	Technology	Highly Advanced
	Procurement and Contract Management	Advanced
	Project Management	Advanced
 People Management	Manage and Develop People	Advanced
	Inspire Direction and Purpose	Advanced
	Optimise Business Outcomes	Advanced
	Manage Reform and Change	Advanced

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	Highly Advanced	<ul style="list-style-type: none"> Champion and act as an advocate for the highest standards of ethical and professional behaviour Drive a culture of integrity and professionalism across the organisation, and in dealings cross-government, cross-jurisdiction and outside of government Define, communicate and evaluate ethical practices, standards and systems and reinforce their use Create and promote a climate in which staff feel able to report apparent breaches of rules, policies and guidelines and act promptly and visibly in response to such reports

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Commit to Customer Service	Highly Advanced	<ul style="list-style-type: none"> Create a culture which embraces high quality customer service across the organisation, ensuring that management systems and processes drive service delivery outcomes Engage and negotiate with stakeholders on strategic issues related to government policy, standards of customer service and accessibility, and provide expert, influential advice Ensure that responsiveness to customer needs is central to the organisation's strategic planning processes Set overall performance standards for service delivery across the organisation and monitor compliance
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> Build a culture of respect and understanding across the organisation Recognise outcomes which resulted from effective collaboration between teams Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross-government Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions
Results Deliver Results	Highly Advanced	<ul style="list-style-type: none"> Create a culture of achievement, fostering on-time and on-budget quality outcomes in the organisation Identify, recognise and celebrate success Establish systems to ensure all staff are able to identify direct connection between their effort and organisational outcomes Identify and remove potential barriers or hurdles to ongoing and long term achievement of outcomes Initiate and communicate high level priorities for the organisation to achieve government outcomes Use own professional knowledge and expertise of others to drive organisational and government objectives forward
Results Plan and Prioritise	Advanced	<ul style="list-style-type: none"> Understand the links between the business unit, organisation and the whole-of-government agenda Ensure business plan goals are clear and appropriate including contingency provisions Monitor progress of initiatives and make necessary adjustments Anticipate and assess the impact of changes, such as government policy/economic conditions, to business plans and initiatives, and respond appropriately Consider the implications of a wide range of complex issues, and shift business priorities when necessary Undertake planning to transition the organisation through change initiatives and evaluate progress and outcome to inform future planning
		<ul style="list-style-type: none">

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
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
Business Enablers Finance	Advanced	<ul style="list-style-type: none"> • Apply a thorough understanding of recurrent and capital financial terminology, policies and processes to planning, forecasting and budget preparation and management • Identify and analyse trends, review data and evaluate business options to ensure business cases are financially sound • Assess relative cost benefits of direct provision or purchase of services • Understand and promote the role of sound financial management and its impact on organisational effectiveness • Involve specialist financial advice in review and evaluation of systems and processes used to identify opportunities for improvement • Respond to financial and risk management audit outcomes, addressing areas of non-compliance
Business Enablers Technology	Highly Advanced	<ul style="list-style-type: none"> • Encourage research and expert advice on the application of emerging technologies to achieve organisational outcomes • Ensure that effective governance frameworks are in place to enable efficient and effective application of information and communication technology within the organisation • Establish effective governance to ensure organisational compliance with information and communications security and use policies • Critically assess business cases supporting the introduction of technology solutions to improve the efficiency and effectiveness of the organisation • Ensure that effective policy and procedural disciplines are in place for records, information and knowledge management to meet both government and organisational requirements
People Management Manage and Develop People	Advanced	<ul style="list-style-type: none"> • Refine roles and responsibilities over time to achieve better business outcomes • Recognise talent, develop team capability and undertake succession planning • Coach and mentor staff and encourage professional development and continuous learning • Provide timely, constructive and objective feedback to staff

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Address and resolve team and individual performance issues, including serious unsatisfactory performance, in a timely and effective way • Implement performance development frameworks to align workforce capability with the organisation's current and future priorities and objectives
People Management Manage Reform and Change	Advanced	<ul style="list-style-type: none"> • Clarify purpose and benefits of continuous improvement for staff and provide coaching and leadership in times of uncertainty • Assist others to address emerging challenges and risks and generate support for change initiatives • Translate change initiatives into practical strategies and explain these to staff and their role in implementing them • Implement structured change management processes to identify and develop responses to cultural barriers