

## CUSTOMER INSIGHT SPECIALIST

BRANCH/UNIT	Product Group		
TEAM	Insights & Innovation		
LOCATION	Optional		
CLASSIFICATION/GRADE/BAND	TAFE Worker Level 9		
POSITION NO.	TBA		
ANZSCO CODE	249111	PCAT CODE	2229192
TAFE Website	<a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>		

### 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 Customer Insight Specialist works with key stakeholders from across the business to produce and disseminate customer insights aligned with organisational priorities and the needs of TAFE NSW students. They work with business units to understand their needs and capture requirements that inform the ongoing development of the Customer Voice Program, while proactively identifying opportunities for improvements and working with teams to take positive action from customer insight.

[TAFENSW.EDU.AU](http://TAFENSW.EDU.AU)

### 3. KEY ACCOUNTABILITIES

1. Provide expert advice and guidance to relevant internal users in reviewing and utilising stakeholder feedback, acting as change agents by modelling best practice “customer first” behaviours and identifying and highlight areas of high performance to support positive change.
2. Conduct analysis of both qualitative and quantitative results to identify themes and diagnose and share opportunities for improvement with relevant teams and assist in the development of interventions (where appropriate).
3. Consult with internal stakeholders to capture requirements and contribute to the design of new features and the continuous improvement of the Customer Voice Program.
4. Collaborate with business units to help them take meaningful action on customer feedback and ensure effective information sharing underpins delivery.
5. Identify process gaps, capability or capacity shortages pertaining to the business effectively actioning customer feedback.
6. Collaborate with the Insights & Innovation Team to develop a deeper understanding of the customer experience across TAFE NSW and identify areas for strategic improvement.
7. 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.
8. Place the customer at the centre of all decision making.
9. Work with the Line Manager to develop and review meaningful performance management and development plans.

### 4. KEY CHALLENGES

- Identifying and proactivity collaborating with key stakeholders in a large and complex organisation.
- Engaging in collaborative relationships with stakeholders to increase the understanding and use of the customer feedback and data utilised by staff across TAFE NSW.
- Influencing and effecting positive change through conversations and advocating for the customer.

### 5. KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Manager Customer Insights	<ul style="list-style-type: none"> <li>• Receive leadership, advice, and support</li> <li>• Collaborate to build the capability of the Customer Voice Program</li> </ul>
VOC Operations Lead	<ul style="list-style-type: none"> <li>• Collaborate to design and implement analytics solutions and enhance reporting mechanisms</li> </ul>
Senior Analyst – Customer Insights	<ul style="list-style-type: none"> <li>• Collaborate to identify trends, synthesis insights and refine CV outputs</li> </ul>
VOC Officers	<ul style="list-style-type: none"> <li>• Collaborate to identify trends and opportunities to better support internal stakeholders</li> </ul>

Stakeholders across TAFE  
NSW

- Provide high-quality advice, grow awareness and advocacy, collaborate on intervention design and deliver insights to support effective decision making.

## 6. POSITION DIMENSIONS

**Reporting Line:** Manager Customer Insights

**Direct Reports:** Nil

**Indirect Reports:** Nil

**Financial delegation:** TBA

**Budget/Expenditure:** TBA

**Decision Making:**

- Makes decisions on complex and sensitive issues that are based on professional judgement, evaluating risks and in the context of a complex and changing environment.
- Matters requiring a higher level of approval are referred to the reporting line manager.

## 7. ESSENTIAL REQUIREMENTS

1. Degree qualification in related field or equivalent significant experience.
2. Technical and analytical capabilities in Qualtrics or equivalent Customer Experience platforms.
3. Ability to collaborate with a diverse range of stakeholders and communicate customer experience information in meaningful ways to core audiences.
4. Experience in using both quantitative and qualitative customer and experiential data in a way that that has realised actionable insights at all levels of the organisation.
5. Ability to address and meet the focus capabilities as stated 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 and Courage	Adept
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Adept</b>
	Value Diversity and Inclusion	Intermediate
 Relationships	<b>Communicate Effectively</b>	<b>Advanced</b>
	<b>Commit to Customer Service</b>	<b>Advanced</b>
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	<b>Deliver Results</b>	<b>Adept</b>
	Plan And Prioritise	Adept
	<b>Think and Solve Problems</b>	<b>Adept</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	<b>Technology</b>	<b>Adept</b>
	Procurement and Contract Management	Intermediate
	Project Management	Adept

**FOCUS CAPABILITIES**

The focus capabilities for the Customer Insight Specialist 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
<b>Personal Attributes</b>		
Manage Self	Adept	<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>
<b>Relationships</b>		
Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage diverse audiences and test levels of understanding</li> <li>Translate technical and complex information clearly and concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Contribute to and promote information sharing across the organisation</li> <li>Manage complex communications that involve understanding and responding to multiple and divergent viewpoints</li> <li>Explore creative ways to engage diverse audiences and communicate information</li> <li>Adjust style and approach to optimise outcomes</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Commit to Customer Service	Advanced	<ul style="list-style-type: none"> <li>Write fluently and persuasively in plain English and in a range of styles and formats.</li> <li>Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience.</li> <li>Ensure systems are in place to capture customer service insights to improve services.</li> <li>Initiate and develop partnerships with customers to define and evaluate service performance outcomes.</li> <li>Promote and manage alliances within the organisation and across the public, private and community sectors.</li> <li>Liaise with senior stakeholders on key issues and provide expert and influential advice.</li> <li>Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches.</li> <li>Ensure that the organisation's systems, processes, policies and programs respond to customer needs.</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes.</li> <li>Make sure staff understand expected goals and acknowledge staff success in achieving these.</li> <li>Identify resource needs and ensure goals are achieved within set budgets and deadlines.</li> <li>Use business data to evaluate outcomes and inform continuous improvement.</li> <li>Identify priorities that need to change and ensure the allocation of resources meets new business needs.</li> <li>Ensure that the financial implications of changed priorities are explicit and budgeted for.</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence.</li> <li>Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience.</li> <li>Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience.</li> <li>Seek contributions and ideas from people with diverse backgrounds and experience.</li> <li>Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness.</li> <li>Identify and share business process improvements to enhance effectiveness.</li> </ul>
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>Identify opportunities to use a broad range of technologies to collaborate.</li> <li>Monitor compliance with cyber security and the use of technology policies.</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"><li>• Identify ways to maximise the value of available technology to achieve business strategies and outcomes.</li><li>• Monitor compliance with the organisation's records, information and knowledge management requirements.</li></ul>