

Role Description

Product Manager

Cluster	Education
Agency	Department of Education
Division/Branch/Unit	Skills and Higher Education / Skills Policy, Enablers & Analytics / Market Data & Analysis
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 9/10
Role Family <i>internal use only</i>	Bespoke/Communication & Engagement/Delivery
Role Number	TBA
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	August 2019
Agency Website	http://www.education.nsw.gov.au

Agency overview

The Skills, Policy, Enablers and Analytics Branch leads the development of state and national vocational educational and training reform proposals; research into productivity and innovation; and represents NSW on peak state and national forums to progress economic and skills reform and ensure that NSW's position is strongly presented.

The Branch is responsible for market design and management of the subsidised vocational training market in New South Wales. The Branch also manages cabinet and policy proposals, research, innovation, consultation, communication, and secretariat and financial activities for the NSW Skills Board and Innovation and Productivity Council.

Primary purpose of the role

Implement a range of initiatives that supports high quality industry intelligence focusing on the vocational education and training (VET) and international education market sectors.

This role is also responsible for advocacy and delivering a core range of initiatives that support the development of new data and information products for industry, and the design and delivery of consumer digital information tools for international and domestic students.

Key accountabilities

- Support and manage the product design and delivery of data information products for multiple educational sectors, including the design and delivery of consumer information tools targeted to international and domestic students

- Enhance and monitor performance metrics, customer feedback and relevant market developments to collaboratively define and gather business requirements and key success metrics for new product initiatives
- Manage relationships to foster an environment where a collaborative ecosystem of complementary products and services are being developed alongside the products and services provided by strategic alliances and networks
- Implement governance and risk systems and processes that ensure transparency of project delivery outcomes, identifying risk, capture untapped potential opportunities, and make appropriate recommendations to the Director to ensure voice of the customer is achieved
- Provide high quality advice and briefings to Department Executive, Ministerial offices and other key government and business stakeholders, to support the development and delivery of better and accessible consumer information
- Support the development and maintenance of subject matter expertise and stay abreast of industry and competitor trends and best practice relevant, creating strategic alliances and networks with industry associations, government agencies and community organisations

Key challenges

- Delivering multiple product outcomes requiring significant procurement, vendor management and delivery within an agile development release framework
- Balance the immediate need of the business with future requirements and align investments accordingly, in a function providing new capability to the Department
- Undertaking relationship management with government agencies, exercising diplomacy and astute judgement when liaising with the private sector, peak industry bodies, committees and other federal and state government agencies

Key relationships

Who	Why
Internal	
Director and Manager	<ul style="list-style-type: none"> • Receive guidance and provide regular updates on key projects, issues and priorities • Collaborating on strategy development, develop submission of briefs and provide advice • Identify emerging issues/risks and their implications and propose solutions
Project Team/s	<ul style="list-style-type: none"> • Guide, support, coach and mentor team members • Work collaboratively in matrixed project teams to contribute to achieving team outcomes
Teams across Training Services NSW, Communications & Engagement and Digital Solutions Group	<ul style="list-style-type: none"> • Develop and maintain effective working relationships to foster collaboration, consultation and engagement • Leverage specialist resources within teams to provide the projects with bespoke capability in delivery and adherence to departmental standards • Engage with specialist resources within teams to ensure vendor selection and vendor management is conducted appropriately

Who	Why
External	
Stakeholders	<ul style="list-style-type: none"> • Provide expert advice and seek information on project related matters • Report and provide updates on the progress of projects • Engage and consult in the resolution of project issues
State and Australian Government agencies	<ul style="list-style-type: none"> • Consistently and appropriately partnering and engaging with all key state and Australian government partners to enable the coordinated delivery of all projects within set timeframes
Education sector, product providers and students	<ul style="list-style-type: none"> • Work with sector participants, key influencers and product providers to effectively target products to assist sector participants in decision making • Developing products and tools to inform and assist students • Support the creation of an environment where sector participants are able to developing complementary products and tools to inform and assist students
Vendors/Service Providers and Consultants	<ul style="list-style-type: none"> • Manage contracts and monitor provision of service to ensure compliance with contract and service arrangements • Consult, provide and obtain information and negotiate required outcomes and timeframes • Resolve and provide solutions to issues

Role dimensions

Decision making

The role has autonomy and makes decisions that are under their direct control. It refers to a Manager decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is also fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Manager, Consumer Information Product

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

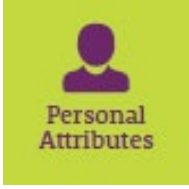



Knowledge of and commitment to the Department's Aboriginal education policies


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
	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
	Finance	Intermediate
	Technology	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Advanced

Occupation / profession specific capabilities		
Capability Set	Category, Sub-category and Skill	Level and Code
	Relationships and Engagement, Sales and Marketing, Product Management	Level 5 - PROD
	Relationships and Engagement, Stakeholder Management, Supplier Management	Level 5 - SUPP
	Strategy and Architecture, Business Strategy and Planning, Innovation	Level 5 - INOV
	Development and Implementation, User Experience, User Experience Design	Level 4 - HCEV

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	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
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	Intermediate	<ul style="list-style-type: none"> • Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Results Demonstrate Accountability	Intermediate	<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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Be alert to risks that might impact the completion of an activity and escalate these when identified • Use financial and other resources responsibly • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols, and policies
Business Enablers Project Management	Advanced	<ul style="list-style-type: none"> • Prepare scope and business cases for more ambiguous or complex projects including cost and resource impacts • Access key subject-matter experts' knowledge to inform project plans and directions • Implement effective stakeholder engagement and communications strategy for all stages of projects • Monitor the completion of projects and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans, and minimise impacts • Manage transitions between project stages and ensure that changes are consistent with organisational goals

Occupation specific capability set (Skills Framework for the Information Age – SFIA)

Category, Sub-category	Level and Code	Skill and Level Description
Relationships and Engagement Sales and Marketing	Level 5 PROD	Product Management (PROD) - Manages the full product lifecycle to ensure that, over time, the needs of customers/users continue to be met and that financial and other benefits are achieved. Acts as owner/champion for one or more products or services. Selects, adopts and adapts appropriate product development methods, tools, and techniques selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches. Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities. Develops product propositions and determines product positioning and variants for different customer and user segments. Prioritises product requirements and owns the product backlog. Coordinates trials and product launches and supports communications and training. Anticipates changes in customer/user needs; adapts products, and creates product retirement and transitioning plans.
Relationships and Engagement Stakeholder Management	Level 5 SUPP	Supplier Management (SUPP) - Manages suppliers to meet key performance indicators and agreed targets. Manages implementation of supplier service improvement actions. Use suppliers' expertise to support and inform development roadmaps. Manages operational relationships between suppliers. Ensures potential disputes or conflicts are raised at an early stage, with clear escalation paths for resolving them. Performs bench-marking and makes use of supplier performance data to ensure that supplier performance is properly monitored and regularly reviewed. Identifies constraints and opportunities when negotiating or renegotiating contracts.