

Role Description

Principal Product Owner



Customer
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	135199
PCAT Code	3336861
Date of Approval	February 2020

Primary purpose of the role

The Product Owner is responsible for end to end management of a group of products, including taking products from strategy, through to initial idea, implementation, support and continuous improvement to enable the successful delivery of the Division's objectives. The Product Owner will establish an effective product team and culture to support the development and management of Division's services delivering meaningful customer value.

Key accountabilities

- Lead multi-disciplinary Agile team to manage the product lifecycle, including defining and executing product vision and strategy, validating product features and design, identifying and resolving issues and collecting and prioritising inputs to inform product decisions and direction determining the right approach for the team to take and evaluating this through the life of a project
- Lead and define an outcome-oriented product roadmap, informed by customer insights and feedback, to define and write user stories, acceptance criteria and success metrics, to ensure customer centric product design, development and delivery with sustainable targets
- Lead research, including consultation with stakeholders and related activities, to define current and future product enhancement to meet customer needs and maximise return on investment
- Consult with service and technology providers to integrate products and services to maximise value for money in digital service delivery, applying best practice methodologies and industry recognised systems, processes and standards to meet defined business needs
- Lead and coach product team to deliver product roadmap, practice management and continuous improvement in product and system enhancements, efficiency improvements, and regulatory and compliance initiatives through the delivery phases, to go-live and into retirement.
- Design, lead and support communications and engagement activities to build organisational understanding and buy-in of customer-centric design and approach in Agile environment.
- Drive processes to ensure customer feedback and insights are analysed and responded to, to continuously evolve and improve products and service delivery
- Champion new ideas and assess the market, trends and opportunities to develop and prioritise User Experience roadmaps to deliver industry leading designs

Key challenges

- Defining and maintaining the financial viability of products and services while ensuring the effective use of resources
- Balancing the immediate need of the business with future requirements, aligning product investments accordingly within an environment of resource constraints and competing priorities
- Adopting flexible and future ways of working through cross functional teams, effectively communicating plans, processes and recommendations to delivery outcomes while managing stakeholder expectations.

Key relationships

Who	Why
Internal	
Executive	<ul style="list-style-type: none"> • Provide expert advice regarding future direction of the product • Escalate issues, receive instructions and provide feedback
Director	<ul style="list-style-type: none"> • Provide guidance regarding the future direction of the product lifecycle, related investments and product strategy • Contribute to broader Business Unit issues and provide expert advice and guidance on a range of project/program initiatives and methodologies • Escalate issues, receive instructions and provide feedback
Product Team	<ul style="list-style-type: none"> • Lead team meetings to obtain the work group perspective, share information, and influence product direction • Inspire and motivate a team of professionals, provide direction and manage performance to achieve product outcomes • Support team members and work collaboratively to contribute to achieving the team's business outcomes
Direct Reports	<ul style="list-style-type: none"> • Guide, support, coach, mentor and manage performance • Review work and proposals to ensure integrity and accountability of decision making • Provide own perspective and share information • Work collaboratively with, inspire and motivate
Customers	<ul style="list-style-type: none"> • Agree future requirements for new or modified services and products • Determine satisfaction with existing services through customer engagement • Resolve and provide solutions to issues • Provide complex advice to key stakeholders to ensure consistent approaches and appropriate standards are met
External	
Stakeholders/Suppliers	<ul style="list-style-type: none"> • Manage underpinning contracts and service delivery expectations

Who	Why
	<ul style="list-style-type: none"> Establish and maintain effective working relationships with government agencies, within and out of the agency cluster, and third-party service providers to enable best practice

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

Relevant Director

Direct reports

Up to 10

Budget/Expenditure

As per the Customer Service Delegations.

Essential requirements

Nil

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
 Personal Attributes	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Remain composed and calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in response to strong contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues 	Advanced
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Model the highest standards of ethical and professional behaviour and reinforce their use • Represent the organisation in an honest, ethical and professional way and set an example for others to follow • Promote a culture of integrity and professionalism within the organisation and in dealings external to government • Monitor ethical practices, standards and systems and reinforce their use • Act promptly on reported breaches of legislation, policies and guidelines 	Advanced
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats 	Advanced
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services 	Advanced

		<ul style="list-style-type: none"> Initiate and develop partnerships with customers to define and evaluate service performance outcomes Promote and manage alliances within the organisation and across the public, private and community sectors Liaise with senior stakeholders on key issues and provide expert and influential advice Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches Ensure that the organisation's systems, processes, policies and programs respond to customer needs 	
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes Make sure staff understand expected goals and acknowledge staff success in achieving these Identify resource needs and ensure goals are achieved within set budgets and deadlines Use business data to evaluate outcomes and inform continuous improvement Identify priorities that need to change and ensure the allocation of resources meets new business needs Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team and unit goals, strategies and plans Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate outcomes and adjust future plans accordingly 	Adept
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> 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 	Advanced

		<ul style="list-style-type: none"> • 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 	
	Manage Reform and Change Support, promote and champion change, and assist others to engage with change	<ul style="list-style-type: none"> • Support teams in developing new ways of working and generating innovative ideas to approach challenges • Actively promote change processes to staff and participate in communicating change initiatives across the organisation • Provide guidance, coaching and direction to others who are managing uncertainty and change • Engage staff in change processes and provide clear guidance, coaching and support • Identify cultural barriers to change and implement strategies to address these 	Adept






Occupation specific capability set


	Relationship and Engagement, Sales and Marketing, Product Management The active management of products or services throughout their lifecycle (inception through to retirement) in order to address market opportunities and customer/user needs and generate the greatest possible value for the business. The adoption and adaptation of product development models based on the context of the work and selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches	<ul style="list-style-type: none"> • 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 	Level 5 - PROD
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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.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 Personal Attributes	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Advanced
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Project Management	Understand and apply effective project planning, coordination and control methods	Adept
 People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Adept
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept

Occupation specific capability set			
 SFIA	Strategy and Architecture, Business Strategy and Planning, Innovation	The capability to identify, prioritise, incubate and exploit opportunities provided by information, communication and digital technologies. To develop and implement processes, tools and infrastructures to support innovation. To involve internal and external communities, employees, commercial partners, customers, users and other stakeholders in the innovation process. To provide governance, monitoring to, and reporting on, the innovation process	Level 6 - INOV
	Service Management, Service Design, Service Level Management	The planning, implementation, control, review and audit of service provision, to meet customer business requirements. This includes negotiation, implementation and monitoring of service level	Level 6 – SLMO

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
		agreements, and the ongoing management of operational facilities to provide the agreed levels of service, seeking continually and proactively to improve service delivery and sustainability targets	