

Role Description

Strategy Manager, Campaign Performance & Analytics



Customer Service

Cluster	Customer Service
Department/ Agency	Department of Customer Service
Division/ Branch/Unit	Customer, Delivery & Transformation / Brand, Digital and Communications
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	131111
PCAT Code	1111492
Date of Approval	December 2019

Primary purpose of the role

Develop, deliver and manage projects and strategies for whole of government to maximise effectiveness and efficiency of campaigns, ensuring the optimal performance of contracted media and communications agencies on behalf of whole of government to achieve overall value for money and quality customer outcomes.

Key accountabilities

- Provide direction and leadership for the procurement and ongoing contract management of the sector-wide campaign and advertising services agreements to achieve high services standards, efficiency and effectiveness for government campaigns
- Influence the direction and adoption of standards and practices for NSW government advertising that contribute to achieving government customer, brand and digital goals including improved coordination and scheduling of campaigns, brand safety, data ownership and personalisation
- Identify, share and adapt global trends in marketing and advertising technology and innovative campaign management practices for the NSW Government context to optimise the efficiency and targeting of government advertising
- Foster alignment to and help drive implementation of the NSW Government Communications Framework through activities and projects that promote better cross-agency use of marketing and communications insights and data, analytics and technologies to support more effective customer communications.
- Proactively build strong working relationships across NSW Government and beyond, actively engaging and collaborating to create solutions and drive better customer-centric communications campaign outcomes
- Develop and deliver strategic recommendations, in-depth analysis and reporting based on government campaign performance to senior executives and Cabinet to inform their decision-making and to promote sector-wide best practice approaches to campaign implementation and evaluation.
- Lead, manage and develop team members, including providing coaching and mentoring, to achieve high levels of performance

Key challenges

- Managing simultaneous, complex projects to ensure project objectives are achieved and governance and reporting requirements are met while balancing competing demands, within an environment of financial and political sensitivities and constraints
- Consulting and engaging with a wide range of stakeholders to provide advice and recommendations that influence their communications approach given diverse interests and competing demands for services
- Maintaining current knowledge of contemporary communications trends, tools and opportunities in order to assess their application to NSW Government communications in a high-volume work environment where practice is constantly evolving.

Key relationships

Who	Why
Internal	
Senior Executive	<ul style="list-style-type: none"> ▪ Provide expert advice and contribute to decision making. ▪ Provide recommendations and inform through reporting any sensitive and emerging issues
Director (Manager)	<ul style="list-style-type: none"> ▪ Escalate issues, keep informed, advise, receive guidance and instructions ▪ Provide regular updates on key programs, issues and priorities ▪ Identify risks, opportunities and emerging and contentious issues to facilitate informed decision making
Direct Reports	<ul style="list-style-type: none"> ▪ Lead, develop, 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
Team and Branch Colleagues	<ul style="list-style-type: none"> ▪ Support team members and work collaboratively to contribute to achieving the business outcomes ▪ Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice ▪ Represent work group perspective and share information ▪ Review work and proposals of team members
External	
Peers/ Colleagues	<ul style="list-style-type: none"> ▪ Respond and resolve queries, providing information and/or resources or redirect to the appropriate person or business unit if required ▪ Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards ▪ Engage with, consult, seek clarification and provide customer focused advice and responses to ensure the prompt resolution of issues

Who	Why
	<ul style="list-style-type: none"> Participate in meetings, provide and share information, discuss and seek input on matters or issues and represent the Organisation's perspective
Vendors/Service Providers	<ul style="list-style-type: none"> Negotiate and approve contracts and service agreements Monitor provision of service to ensure compliance with contracts and service arrangements Contact to provide and gather information and resolve routine issues. Manage contracts, including communications and business requests to ensure contract compliance
Industry professionals/ consultants	<ul style="list-style-type: none"> Collaborate with and seek/maintain specialist knowledge/advice Participate in forums, groups to represent the agency and share information Participate in discussions regarding innovation and 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

Director, NSW Government Brand and Campaigns

Direct reports

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Budget/Expenditure

As per the Customer Service Delegations

Essential requirements




- Appropriate tertiary qualifications and/or demonstrated, equivalent, relevant professional experience.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at <http://www.psc.nsw.gov.au/sector-support/capability-framework>

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

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 Manage Self	Advanced	<ul style="list-style-type: none"> Act as a professional role model for colleagues, set high personal goals and take pride in their achievement Actively seek, reflect and act on feedback on own performance Translate negative feedback into an opportunity to improve Maintain a high level of personal motivation Take the initiative and act in a decisive way
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	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high quality customer-focused services Understand customer perspectives and ensure responsiveness to their needs Identify customer service needs and implement solutions Find opportunities to co-operate with internal and external parties to improve outcomes for customers Maintain relationships with key customers in area of expertise Connect and collaborate with relevant stakeholders within the community
Relationships Influence and Negotiate	Advanced	<ul style="list-style-type: none"> Influence others with a fair and considered approach and present persuasive counter-arguments Work towards mutually beneficial win/win outcomes Show sensitivity and understanding in resolving acute and complex conflicts Identify key stakeholders and gain their support in advance Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise Pre-empt and minimise conflict within the organisation and with external stakeholders
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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Advanced	<ul style="list-style-type: none"> 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
		<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
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> Define and clearly communicate roles and responsibilities to achieve team/unit outcome Negotiate clear performance standards and monitor progress Develop team/unit plans that take into account team capability, strengths and opportunities for development Provide regular constructive feedback to build on strengths and achieve results Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way Monitor and report on performance of team in line with established performance development frameworks