DATA ANALYST

BRANCH/UNIT	Solutions Delivery
TEAM	Corporate Platforms
LOCATION	Optional
CLASSIFICATION/GRADE/BAND	TWL8
POSITION NO.	TBA
ANZSCO CODE	224712	PCAT CODE	TBA
TAFE Website	www.tafensw.edu.au

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 Data Analyst is responsible for gathering, analysing and producing reports with data obtained from the Customer Relationship Management (CRM) tool to enable business decisions to be made.

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3. KEY ACCOUNTABILITIES

1. Utilise the CRM tool to regularly report on customer data, providing high-level trends and insights.
2. Use implemented CRM programs to analyse customer data and make appropriate recommendations to maximise customer retention and loyalty, which align with the TAFE NSW strategy.
3. Work with business units to analyse related customer data and provide unit specific advice and recommendations on effective strategies and action to enhance customer activity and retention.
4. Analyse data to identify and assess response to different campaigns and sales initiatives.
5. Ensure that CRM systems and programs are regularly updated, tested and maintained to capture customer-related data and information accurately.
6. Perform configuration of relevant platforms to create users, profiles, new fields, validation rules, workflows and perform relevant UAT, manage workflow administration, mass import and update data, create dashboards and reporting.
7. Manage CRM queries inbox, escalate user queries as appropriate internally and/or externally to vendor.
8. Liaise with relevant stakeholders to provide additional insights, information or interpretation of data to maximise clarity and understanding across units.
9. 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.
10. Place the customer at the centre of all decision making.
11. Work with the Line Manager to develop and review meaningful individual performance development and review plans.

4. KEY CHALLENGES

1. Working collaboratively with staff to ensure that all information and data is supplied in a timely manner, is correct and accurately detailed in the tender proposal.
2. Keeping all information to be used in tender applications current and readily accessible to the entire team and stakeholders.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Customer Relationship Management (CRM) Manager	• Receive leadership, direction and advice.
Corporate and Regional Business Units	• Provide data and analysis on customer data.

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6. POSITION DIMENSIONS

Reporting Line: Customer Relationship Management (CRM) Manager

Direct Reports: Nil
Indirect Reports: Nil

Financial delegation: TBA
Budget/Expenditure: TBA

Decision Making:

1. Makes decisions on complex and sensitive issues that have a high level of impact on the immediate work area and the potential to impact more broadly on agency operations and externally.
2. Matters requiring a higher level of approval are referred to the Reporting Line Manager.

7. ESSENTIAL REQUIREMENTS

1. Degree in relevant discipline or equivalent skills, knowledge and experience.
2. Experience in CRM system Administration.
3. Ability to address and meet 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 & Courage**	**Adept**
	Act with Integrity	Intermediate
	Manage Self	**Intermediate**
	Value Diversity	Intermediate
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	**Adept**
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
Results	**Deliver Results**	**Adept**
	Plan And Prioritise	Intermediate
	Think and Solve Problems	**Adept**
	Demonstrate Accountability	Intermediate

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	Finance	Intermediate
Business Enablers	**Technology**	**Adept**
	Procurement and Contract Management	Foundational
	Project Management	Foundational

FOCUS CAPABILITIES

The focus capabilities for the Data Analyst 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**
Personal Attributes Display Resilience and Courage	Adept	• Be flexible, show initiative and respond quickly when situations change. • Give frank and honest feedback/advice. • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively. • Raise and work through challenging issues and seek alternatives. • Keep control of own emotions and stay calm under pressure and in challenging situations.
Personal Attributes Manage Self	Intermediate	• Adapt existing skills to new situations. • Show commitment to achieving work goals. • Show awareness of own strengths and areas for growth and develop and apply new skills. • Seek feedback from colleagues and stakeholders. • Maintain own motivation when tasks become difficult.
Relationships Communicate Effectively	Adept	• 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	• 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.

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NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Deliver Results	Adept	• Take responsibility for delivering on intended outcomes. • Make sure team/unit staff understand expected goals and acknowledge success. • Identify resource needs and ensure goals are achieved within budget and deadlines. • Identify changed priorities and ensure allocation of resources meets new business needs. • Ensure financial implications of changed priorities are explicit and budgeted for. • Use own expertise and seek others' expertise to achieve work outcomes.
Results Think and Solve Problems	Adept	• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence. • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options. • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness. • Identify and share business process improvements to enhance effectiveness.
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks. • Identify opportunities to use a broad range of communications technologies to deliver effective messages. • Understand, act on and monitor compliance with information and communications security and use policies. • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business. • Support compliance with the records, information and knowledge management requirements of the organisation.

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