Role Description
Service and Experience Designer

Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	IT
Role number	NEW
Classification/Grade/Band	Transport Grade 9
Senior executive work level standards	Not Applicable
ANZSCO Code	233512
PCAT Code	1229192
Date of Approval	20 April 2021
Agency Website	www.transport.nsw.gov.au

Agency overview

At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is to give everyone the freedom to choose how and when they get around, no matter where they live. Right now, we're delivering the largest infrastructure program Australia has ever seen – to keep people and goods moving, connect communities and shape the future of our cities, centres and regions. At Transport, we're also committed to creating a diverse, inclusive and flexible workforce, which reflects the community and the customers we serve.

Our organisation – Transport for NSW – is comprised of numerous integrated divisions that focus on achieving community outcomes for the greater good and on putting our customers at the centre and our people at the heart of everything we do.

Primary purpose of the role

The primary purpose of the role is to define, embed and execute the Service and Experience Design process to deliver user centric products and services

Key accountabilities

- Develop, implement and maintain both an Experience Design and Service Design Process including standards, guidelines, processes and templates that follow industry best practice.
- Conduct user research and testing to develop engaging, logical, and visually appealing products and solutions.
- Engage collaboratively with User Interface (UI) Designers and Software Engineers to lead and coordinate the user experience design process through the various stages of the software development lifecycle (SDLC).
- Lead the product discovery process including storyboards, site maps, wireframes, documentation, and all relevant artifacts

- Plan and execute co-creation workshops with stakeholders in order to propose the most viable solution for a given problem.
- Design user journey maps to identify all stakeholders, relationships, touchpoints, pain points and issues that need to be addressed within any service or architecture.
- Use available resources to prototype services in order to validate & test ideas and iterate on them.
- Design Service Blueprints and prepare them to be presented and delivered.
- Develop a Brand/Product theme and verify and monitor all products, documentation and training material follow a similar usability & visual flow.
- Translate user requirements into usability requirements and ensure all usability requirements are met at the conclusion of the UX design stage.
- Demonstrate the five ways of leading behaviours to deliver strong organisational outcomes for our customers, our people and communities for the greater good.

Key challenges

- Working in an environment of constant change in competing priorities and managing these priorities to enable completion of projects while delivering day to day tasks in the required timeframes.
- Engaging with a range of internal and external stakeholders whose agendas/priorities might not always be aligned.
- Ability to present and explain complex technical information to a non-technical audience.

Key relationships

Who	Why
Internal	
Relevant Reporting Line Manager	• Key relationship manager, report to, receive advice and guidance, clarify instructions and report on progress against work plans as required • Provide support to achieve operational priorities, exchange information and contribute to decision making • Escalate discuss issues and propose solutions
Senior Executive and Counterparts	• Provide strategic and tactical advice to respond and deliver against emerging business priorities and wider agency initiatives
Division/ Branch Leadership Team	• Collaborate and build effective relationships to ensure the optimisation of project milestones • Respond to requests for information or assistance and escalate sensitive issues
Work Team/ Direct and Indirect Report(s)	• Provide guidance and professional support, exchange information, determine work priorities and oversee progress to facilitate their ongoing professional development • Collaborate to continually improve knowledge, build capability, and improve consistency and service quality • Provide an escalation point for issues or complex decision-making.
Division/ Branch/ Wider Team	• Work within a matrix management structure where support services are embedded within program office delivery teams

External	•
External Stakeholders/ Customers	• Engage with relevant stakeholders/ customers to open channels of communication, provide expert advice, gather and exchange relevant information • Resolve and provide solutions to issues • Seek/ maintain specialist knowledge/ advice and collaborate on the implementation of organisation strategies, to keep abreast of best practice in Business Management.
Other Federal, State and Local Government Agencies	• Build effective relationships and share information • Establish professional networks and relationships with other Government agencies • Key interdependencies across the public sector that will enable and support project success • Collaborate on common responses to project issues

Role dimensions

Decision making

The role operates with a high level of autonomy and is expected to determine key operational objectives within the limits of delegated authority. The role is accountable for the delivery of assigned work
and is responsible for the quality, integrity and validity of the service provided.

Reporting line

The role accounts and reports to the relevant reporting line manager.

Direct reports

Nil

Budget/Expenditure

As per the approved TfNSW Financial Delegations.

Key knowledge and experience

- Excellent problem solving, analytical and highly developed communications skills.
- Lead, influence, promote and motivate highly skilled technical staff to deliver desired outcomes.
- Demonstrated ability to communicate and present research and data in a clear and concise manner to a range of key audience groups.
- Ability to manage time and meet deadlines while balancing competing priorities.
- Working knowledge of business analysis processes to identify opportunities and risk management.
- Working knowledge of Design Thinking and Human Centred Design with a clear understanding of how to apply it to projects using best practice.
- Mastery of Collaboration and Experience Design Tools.

Essential requirements

- Appropriate tertiary qualifications or demonstrated, relevant, equivalent professional experience

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	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations	Adept
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers	Adept

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		• Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	• 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 and differences • 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 • Anticipate and minimise conflict within the organisation and with external stakeholders	Advanced
 Results	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the links between the business unit, organisation and the whole-of-government agenda • Ensure business plan goals are clear and appropriate and include contingency provisions • Monitor the progress of initiatives and make necessary adjustments • Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately • Consider the implications of a wide range of complex issues and shift business priorities when necessary • Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning	Advanced
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience	Adept

		• Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers	**Procurement and Contract Management** Understand and apply procurement processes to ensure effective purchasing and contract performance	• Apply legal, policy and organisational guidelines Adept and procedures relating to procurement and contract management • Develop well-written, well-structured procurement documentation that clearly sets out the business requirements • Monitor procurement and contract management processes to ensure they are open, transparent and competitive • Be aware of procurement and contract management risks, and actions to manage or mitigate risk in monitoring contract performance • Evaluate tenders and select providers in an objective and rigorous way, in line with established guidelines and principles • Escalate procurement and contract management issues, where required
	Project Management Understand and apply effective planning, coordination and control methods	• Understand all components of the project Adept management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects

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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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
	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
Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept

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