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| **Cluster** | Stronger Communities | |
| **Department** | Department of Communities and Justice | |
| **Division/Branch/Unit** | Corporate Services/Communications Branch/Digital Experience | |
| **Location** | Parramatta | |
| **Classification/Grade/Band** | Clerk Grade 11-12 | |
| **Role Number** | TBC | |
| **ANZSCO Code** | 139999 | |
| **PCAT Code** | 1119192 | |
| **Date of Approval** | 11 May 2023 | **Ref: Comm 053** |
| **Agency Website** | www.dcj.nsw.gov.au | |

***Please see job notes and/or advertisement for more information on specific role qualification requirements and relevant experience.***

# Agency overview

The Department of Communities and Justice (DCJ) is the lead agency under the Stronger Communities Cluster. DCJ works to enable everyone's right to access justice and help for families through early intervention and inclusion, with benefits for the whole community. Stronger Communities is focussed on achieving safe, just, inclusive, and resilient communities by providing services that are effective and responsive to community needs.

# Primary purpose of the role

Lead a team of User Experience (UX) specialists to drive all aspects of product design to deliver customer centric DCJ websites and intranet that deliver exceptional value to the citizens of NSW. This role will lead end-to-end product design through discovery, framing, concept development, prototyping, and iterative development by collaborating with a team of technical developers, product managers and other subject matter experts.

The role demands strong product instincts, excellent communication skills, technical fluency, customer empathy, humility and an appreciation for lean start-up, agile and user-centred design values, principles and practices.

# Key accountabilities

* Lead a team of specialists to provide user centric accessible digital experiences for DCJ websites and intranet within a Human-Centered Design (HCD) framework, technical constraints and brand guidelines that align customer needs and business requirements.
* Partner with stakeholders across the department as a point of contact to provide accessibility and UX consultation for delivering customer centric digital experience.
* Develop and oversee strategic program of UX and accessibility initiatives to drive the adoption of Human-Centered Design and accessible digital communications practices.
* Manage and drive implementation of the Digital Experience Framework by developing evidence-based rationale and documentation of insights to inform decision making and trade-off between user needs and business expectations.
* Lead continuous review and optimisation of digital experience through analysis of user sentiments, visitor analytics, management of DCJ digital Global Experience Language (GEL), and sustenance of an education program for creating accessible communications.
* Collaborate with Product Managers, Engineers, Designers and Quality Assurance Testers across the Department to provide accessibility expertise, application of best practice innovations and trends in Human-Centred design, content, accessibility, usability, and user research practices.
* Advise senior executive and staff across the department on digital experience strategies and tactics that promote and create understanding of the department’s programs, services and information for internal and external audiences.
* Monitor budget, people resources, and operational risks in an effective and efficient manner to facilitate service delivery excellence and optimise outcomes for customers and stakeholders.

# Key challenges

* Managing a high-volume workload for multiple audiences and content owners, in a deadline-driven, high- accountability environment in which priorities, resources and timeframes may change or conflict.
* Engaging with stakeholders throughout the department’s broad portfolio areas to understand the needs and perspectives of stakeholders and provide digital experience services that is customer centric, accessible, creative and effective while meeting objectives of the department and regulatory requirements.
* Adopting flexible and future ways of working through cross functional teams, implementing effective communications and collaboration strategies, processes and recommendations to deliver outcomes that meets stakeholder expectations in alignment with the objectives of the department.
* Keeping up to date with technological development and ensuring that the digital experience and technical development comply with the requirements of the latest Web Content Accessibility Guidelines (WCAG) and with the related legislative requirements such as Government Information Public Access (GIPA) Act, State Records Act.

# Key relationships

| Who | | Why | |
| --- | --- | --- | --- |
| **Internal** | |  | |
| Director Digital Experience | | * Direction, guidance and support. | |
| Direct Reports | | * Provide advice, guidance, information; monitor and direct work; determine priorities; support professional development; manage performance | |
| Digital Experience - Product Operations team  Digital Experience – Product Management team  Digital Experience – User Experience Design Team | | * Collaborate to obtain the work group perspective, share information, and influence direction to meet the Digital Experience team objectives * Work collaboratively to contribute to achieving the team’s business outcomes | |
| Departmental executive and staff | | * Advise the department’s divisions and business areas about audience-appropriate and cost-effective digital communications strategy, plans, tactics and evaluation. | |
| Communications Branch | | * Work collaboratively to ensure clear, consistent, credible, timely and reliable communications activities across communication channels and departmental business areas. * Align operational activities with the media cycle and provide consistent responses to priority issues. | |
| Information and Digital Services | | * Work collaboratively to ensure a cohesive approach to technical development and solution design that meets the department’s strategic communications needs. | |
| Other DCJ Divisions, Districts and Clusters | | * Respond to requests for assistance in a timely and professional manner. * Liaise to ensure the provision of timely and accurate advice when requested; provide advice on all digital matters * Develop and maintain effective working relationships * Negotiate/agree on timeframes | |
| **External** | |  | |
| Client/Customers | | * Respond to requests for assistance in a timely and professional manner. | |
| Vendors and service providers | | * Manage briefing, quotation and delivery of communication projects that are provided in whole or part by external parties, in compliance with regulatory frameworks. | |

# Role dimensions

## Decision making

The role:

* Sets own priorities and those of any staff/project staff supervised.
* Maintains independence to develop a suitable approach in managing a unit/team, allocating resources, determining the conceptual framework towards projects and development of strategic plans.
* Has a high level of responsibility for determining appropriate unit/team actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of unit/teamwork.
* Ensures that unit/team recommendations are based on sound evidence, but at times may be required to use their judgment under pressure or in the absence of complete information or as the source of expert advice to internal stakeholders across the Department as well as externally to Ministerial level.

Refer to the DCJ Delegations for specific financial and/ or administrative delegations for this role.

## Reporting line

## The role reports to the Director Digital Experience

## Direct reports

The role has 4 direct reports.

## Budget/Expenditure

Support the Director in developing budget for the Digital Experience Unit and lead the securing of funds from project work to supplement the core budget.

# Key knowledge and experience

* Strong understanding of the regulatory environment for government digital communications, including security, accessibility (including Web Content Accessibility Guidelines [WCAG AA]), usability, compliance with legislative requirements, brand management and procurement.
* Extensive experience in developing and managing all aspects of digital communications projects, including content management systems, digital development and user experience services.
* Demonstrated experience in developing and implementing a range of digital communications products including intranet and websites in a large and complex organisation.
* Demonstrated experience in developing and implementing accessibility recommendations for a range of digital communications products including intranet and websites in a large and complex organisation.
* Experience in gathering, analysing and documenting user stories for edge cohorts.
* Experience in delivering webinars, face-to-face training and leading forums on accessible digital communications.
* Experience in using tools and technologies to undertake accessibility assessments, create reports and communicate to stakeholders in simple language.

# Essential requirements

* Technical understanding and knowledge of accessibility related to digital systems, including web-based and document formats with an intent to apply an understanding of how assistive technologies are used (including W3C, WAI-ARIA, WCAG).
* Tertiary qualifications in information technology or a related discipline and/or equivalent knowledge, skills and experience.
* Strong understanding of the regulatory environment for government digital communications, including security, accessibility (including latest Web Content Accessibility Guidelines [WCAG]), usability, compliance with legislative requirements, brand management and procurement.

Appointments are subject to reference checks. Some roles may also require the following checks/ clearances:

* National Criminal History Record Check in accordance with the Disability Inclusion Act 2014
* Working with Children Check clearance in accordance with the Child Protection (Working with Children) Act 2012

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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 logo | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | * Represent the organisation in an honest, ethical and professional way and encourage others to do so * Act professionally and support a culture of integrity * Identify and explain ethical issues and set an example for others to follow * Ensure that others are aware of and understand the legislation and policy framework within which they operate * Act to prevent and report misconduct and illegal and inappropriate behaviour | | | Adept | |
| Personal Attributes logo | **Value Diversity and Inclusion**  Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | * Encourage and include diverse perspectives in the development of policies and strategies * Take advantage of diverse views and perspectives to develop new approaches to delivering outcomes * Build and monitor a workplace culture that enables diversity and fair and inclusive practices * Implement practices and systems to ensure that individuals can participate to their fullest ability * Recognise the value of individual differences to support broader organisational strategies Address non-inclusive behaviours, practices and attitudes within the organisation * Champion the business benefits generated by workforce diversity and inclusive practices | | | Advanced | |
| Relationships logo | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | * 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 | |
| Relationships logo | **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | * 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 * 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 | | | Advanced | |
| Relationships logo | **Influence and Negotiate**  Gain consensus and commitment from others, and resolve issues and conflicts | * Negotiate from an informed and credible position * Lead and facilitate productive discussions with staff and stakeholders * Encourage others to talk, share and debate ideas to achieve a consensus * Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes * Influence others with a fair and considered approach and sound arguments * Show sensitivity and understanding in resolving conflicts and differences * Manage challenging relationships with internal and external stakeholders * Anticipate and minimise conflict within the organisation and with external stakeholders | | | Advanced | |
| Results logo | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | * 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 | |
| Business Enablers logo | **Project Management**  Understand and apply effective planning, coordination and control methods | * Prepare and review project scope and business cases for projects with multiple interdependencies * Access key subject-matter experts’ knowledge to inform project plans and directions * Design and implement effective stakeholder engagement and communications strategies for all project stages * Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning * Develop effective strategies to remedy variances from project plans and minimise impact * Manage transitions between project stages and ensure that changes are consistent with organisational goals * Participate in governance processes such as project steering groups | | | Advanced | |
| People Management logo | **Manage and Develop People**  Engage and motivate staff, and develop capability and potential in others | * Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes * Adjust performance development processes to meet the diverse abilities and needs of individuals and teams * Develop work plans that consider capability, strengths and opportunities for development * Be aware of the influences of bias when managing team members * Seek feedback on own management capabilities and develop strategies to address any gaps * Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way * Monitor and report on team performance in line with established performance development frameworks | | | Adept | |

# 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 is not relevant for recruitment purposes however may be relevant for future career development.

| COMPLEMENTARY CAPABILITIES | | | |
| --- | --- | --- | --- |
| **Capability Group/Sets** | **Capability Name** | **Description** | **Level** |
| Personal Attributes logo |  |  |  |
| Display Resilience and Courage | Be open and honest, prepared to express your views, and willing to accept and commit to change | Advanced |
| 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 | Advanced |
| Relationships logo |  |  |  |
| Work Collaboratively | Collaborate with others and value their contribution | Adept |
| Results logo |  |  |  |
| Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| 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 logo |  |  |  |
| Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Advanced |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| People Management logo |  |  |  |
| 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 |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Adept |