

Role Description

Senior Service Designer



Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	Customer Strategy and Technology/ Technology and Innovation
Classification/Grade/Band	Transport Grade 8
Role Number	Various
ANZSCO Code	511112
PCAT Code	2111192
Date of Approval	March 2023
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 provide a range of professional service design services to support the ideation process using rapid iteration, disruptive thinking and a 'fail fast' approach. The role develops designs to support the implementation of customer strategies to drive improved customer experience. The role follows and implements co-design principles in the design process and supports the business transition into new ways of working and continuous improvement of the workforce.

Key accountabilities

- Provide a range of design solutions and creative thinking to support the ideation, design, proof of concept and beta test development processes for assigned projects characterised by rapid iteration disruptive thinking and a 'fail fast' approach to support achievement of business objectives.
- Scope, plan and manage customer strategy and service experience design projects to transform customer experience.
- Facilitate workshops to co-design the initial solution with a focus on both customer and business outcomes.
- Design products and services to better meet customer needs in line with business strategy.

- Work within a team a service design specialist to collectively ensure integration of co-design principles and practices into the design process to support continuous improvement and best practices in service design.
- Provide advice and support to the business in developing the core skills set out in business roadmaps (customer-centred design thinking, collaborative co-design and agile delivery methods).
- Demonstrate the five ways of leading behaviours to deliver organisational outcomes for our customers, our people and communities for the greater good

Key challenges

- Working with business to change current state working methods and disrupt current models.
- Challenging mindsets and pre-conceived ways of working or solutions to accelerate delivery.
- Keeping abreast of trends and developments in innovative approaches to problem-solving and provide strategic advice to the business, design teams and panels on best practice.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions • Provide regular updates on key projects, issues and priorities
Work team	<ul style="list-style-type: none"> • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes
Division/Branch Leadership Team	<ul style="list-style-type: none"> • Collaborate and build effective relationships to ensure the optimisation of project milestones • Respond to requests for information or assistance and escalate sensitive issues • Ensure effective collaboration as part of the consultation process for new products and service improvement initiatives/solutions
External	
Other Divisions of TfNSW, other Transport Operating Agencies, Government Agencies	<ul style="list-style-type: none"> • Build positive relationships across the transport cluster and working with agencies to develop a positive business change culture • Work with a wide range of technical and operationally diverse people across the portfolio, and influencing them to develop customer-focused solutions for business issues
Service providers, providers of specialist contracting and consultancy services, other government agency (State and Commonwealth); private sector groups; corporate and industry associations	<ul style="list-style-type: none"> • Participate in forums, groups to represent agency and share information • Provide advice and respond to request for information

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. The role is accountable for the quality, integrity and validity of the service provided.

The role defers to the Manager on issues that have a significant political impact or issues outside of financial delegation.

Reporting line

The role accounts and reports to the relevant reporting line manager

Direct Reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Demonstrated experience in the development of customer and service strategies and solutions.
- Demonstrated experience in Service Design, Design Thinking/Human Centered Design or an equivalent discipline.

Essential Requirements

- Appropriate tertiary qualifications and/or demonstrated equivalent, relevant 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
 <p>Personal Attributes</p>	<p>Act with Integrity Be ethical and professional, and uphold and promote the public sector values</p>	<ul style="list-style-type: none"> • 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
 <p>Relationships</p>	<p>Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<ul style="list-style-type: none"> • 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
	<p>Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives</p>	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Use data and information to monitor and improve customer service delivery • Find opportunities to co-operate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community 	Adept
	<p>Work Collaboratively Collaborate with others and value their contribution</p>	<ul style="list-style-type: none"> • Recognise outcomes which resulted from effective collaboration between teams • Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross government • Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions 	Advanced

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies 	
 Results	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 work outcomes, and take responsibility for delivering on 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 budget 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 • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<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 in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that are underpinned by high quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria 	Advanced
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly 	Adept

FOCUS CAPABILITIES

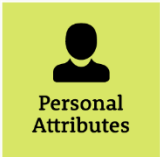
Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks 	
		<ul style="list-style-type: none"> Understand all components of the project 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 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 its expected benefits Monitor the completion of project milestones against goals and take necessary actions Evaluate progress and identify improvements to inform future projects 	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 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	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	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

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 <p>Relationships</p>	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 <p>Results</p>	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
 <p>Business Enablers</p>	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate