

Digital Experience Lead (ASO6)



Government
of South Australia
Department for Infrastructure
and Transport

Role statement

Organisational alignment	Division:	Transport Policy and Regulation
	Directorate:	Service SA
	Section:	Customer Experience
Reporting relationships	Reports to:	Manager, Customer Experience
	Direct reports:	2.0 FTE

Role overview

Service SA is responsible for creating a frictionless customer service experience in delivering transactional and regulatory services for the Transport Policy and Regulation Division through an integrated multi-channel approach.

The Digital Experience Lead is accountable to the Manager, Customer Experience for the development, management and implementation of a suite of regulatory and customer service projects that impact on TRUMPS and its associated systems, including online services and applications. Identifying opportunities to transition customers to digital services and delivering efficiencies to existing services, for both customers and staff, within a regulatory framework are key elements of the role.

The role will collaborate with technical staff to review and evaluate proposed system and operational solutions. Analysing and interpreting advice on the impacts of proposed policy, process and legislation changes to both the digital and customer experience will be required. Providing expert advice and input into related marketing and communication strategies, including development of digital content for customers and staff is also required.

The role requires high level oral and written communication skills to ensure development of clear and concise documentation and the ability to successfully engage and negotiate with internal and external stakeholders as necessary to deliver key business outcomes.

Further information about the Department can be found at: <https://www.dit.sa.gov.au/about-us>

Our values

We pride ourselves on applying these values to our day-to-day interactions and individual performance. They shape our approach to achieving our strategic agenda.



Collaboration

We work together as one team to serve our customers.



Honesty

We are honest, open and act with integrity.



Excellence

We commit to excellence in everything we do.



Enjoyment

We enjoy our work and recognise our success.



Respect

We respect, understand and value the people we serve.

Key outcomes required of the role

- Delivers a frictionless customer service experience by ensuring practical implementation of regulatory, compliance, safety and policy initiatives with a digital focus in a customer service environment.
- Lead and implement assigned digital programs, projects, systems and/or services that are broad in scope and may include supporting related planning, change and improvement functions.
- Manage allocated resources, including leading and motivating team members, to deliver assigned digital programs, projects, systems and/or services.
- Resolve complex digital-related issues with innovative solutions that are consistent with Directorate objectives which may include developing and selecting new techniques and methodologies appropriate to the discipline and agency.
- Provide high level analysis, information, expert advice and recommendations that will assist in the development of assigned projects, systems, policy development processes and/or services.
- Undertake critical, sensitive and/or complex information, consultation and/or negotiation processes with stakeholders and across government agencies.
- Coordinate investigations and prepare reports and recommendations on complex and sensitive matters.
- Contribute to a safe, diverse and healthy work environment free from discrimination and harassment by working in accordance with our values, legislative requirements, the Code of Ethics for the South Australian Public Sector, equal employment opportunity and departmental human resource policies, including Work Health Safety and Wellbeing requirements.

Special conditions attached to the role

- A National Police Check (NPC) is required prior to employment in the Department for Infrastructure and Transport which must be renewed every three years.
- A Department for Human Services (DHS) Working with Children Check (WWCC) which is required to be renewed every five years before expiry.
- Some out of hours and weekend work may be required.
- Some intra / interstate travel may be required.

Educational qualifications / licenses

- An appropriate qualification in a digital related discipline or equivalent work experience is highly desirable.

Technical capabilities

- Demonstrated understanding of customer focused and digital service delivery solutions and trends.
- Demonstrated experience in developing and managing programs or projects.
- Desirable experience in the use of a registration and licensing database.

Person capabilities

[Our Capability Framework](#) describes the core capabilities, behaviours and skills required for us to meet our strategic objectives and be a modern public sector, attracting, developing and retaining the best talent. The framework is constructed around five categories of capability; personal attributes; building relationships; achieving results; leadership and growth; and performance enablers.

Refer to our framework for the detailed capabilities required for this stream. This role is classified as:

Stream 2: Leader

Stream 2 roles would typically consist of supervisors and senior team members, including those with technical knowledge (indicative classifications include ASO4-6, PO2-3, OPS4-7, TGO2-5, M3-7, WPA2, WBT7-10).

Key selection criteria

The criteria outlined below are drawn from the most significant requirements of the person capabilities (from Our Capability Framework) and technical capability, professional knowledge and experience to be addressed in your application having consideration of the role overview and key outcomes.

- Delivers customer focused and strategically aligned digital services and practices using effective verbal and written communication to successfully engage staff at all levels to negotiate priorities and complex matters.
- Significant experience in successfully implementing and improving digital programs, systems and services requiring the efficient utilisation of resources including performance management and development of team members.
- Engages high level analytical and research skills to evaluate complex information. Provide expert advice and offer solutions to complex matters based on understanding of digital trends and technologies.
- Proven ability to work under broad direction, independently or as part of a team. Identify performance outcomes, plan and coordinate digital activities, priorities to achieve objectives within deadlines and make timely and well-informed decisions.
- Shows respect for diverse backgrounds, experiences and perspectives including that of Aboriginal and Torres Strait Islander people. Values diversity of thought.
- Shows genuine care for the safety and wellbeing of self and others.

Approved

Signature: _____ Date: _____

<Insert name, job title>

People, Culture and Capability Use Only	KNet ID: #21448018	ANZSCO code: <Insert #>	Position number: <Insert #>
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