Role Description
Principal Product Designer

Role Description Fields	Details
Department/Agency	Service NSW
Division/Branch/Unit	Various
Classification/Grade/Band	SNSW Grade 11/12
ANZSCO Code	261113
OSCA Code	242132
PCAT Code	1139192
Role Family/Function/Type	Design, UX & Content / Product Design
Date of Approval	October 2024 (updated May 2026)
Agency website	http://www.service.nsw.gov.au/

Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services. Since launching in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 7-day-a-week phone service and an expanding network of service centres. We currently partner with over 70 agencies to offer over 1,300 NSW Government transactions.

Primary purpose of the role

Lead, as part of one or more cross-functional product teams, the engagement with customers and stakeholders to create meaningful end-to-end digital experiences and deliver quality designs in line with best practices to ensure high-quality digital products and services for the people of NSW.

Key accountabilities

- Lead and drive, as part of one or more cross-functional teams, end-to-end product design initiatives through a customer-centric approach in line with best practice methodologies on discovery, framing, iterative development and delivery to deliver high quality products and services
- Partner with a range of stakeholders across government to understand organisational needs organisational needs and create innovative solutions ensuring alignment between customer expectations and product capability in line with organisational strategic direction
- Collaborate with product managers and engineers to drive customer-lead prioritisation, shaping roadmaps and best practice methodologies to ensure initiatives are delivered on time
- Maintain a persistent knowledge of relevant industry trends, challenge opportunities and practices, and collaborate closely with experts in the AI/ML space to design innovative experiences by connecting technical opportunities to optimise Government products and services
- Champion and contribute to the development of the design framework and research practices and Service NSW GEL, to ensure consistency
- Drive a culture of innovation in human-centred design to generate new ideas and enable a data and insight driven design approach to enhance customer and stakeholder experience
- Coach, guide and mentor the team, supporting the development of design capability and enabling them to reach their full potential to deliver business priorities

- Influence and shape products using inclusive design methodology to create user-friendly products that work for the majority of people and meet accessibility guidelines

Key challenges

- Leading the development of detailed experience designs in a fast-paced environment with tight timeframes and potential competing priorities
- Balancing competing and complex demands while delivering agreed deliverables on time and to expected standards considering diverse customer needs
- Testing and measuring existing products for relevance and results without affecting the service delivery and customers, while driving changes for continuous improvement

Key relationships

Internal

Who	Why
Manager	• Escalate issues, keep informed, receive guidance and instructions and contribute to decision making. • Participate in meetings and discussions to share information, provide advice, input and feedback. • Identify sensitive issues, risk and opportunities and recommend potential solutions. • Provide regular updates on key projects or programs and priorities.
Direct Reports	• Inspire, guide, support, motivate, coach, mentor, develop and manage performance. • Review work and proposals to ensure integrity and accountability of decision making. • Provide own perspective and share information. • Demonstrate the importance of and work collaboratively with to achieve outcomes
Work Team	• Guide, support, coach and mentor team members • Support team members and work collaboratively to contribute to achieving business outcomes • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice • Review work and proposals of team members
Stakeholders	• Identify and collaborate with teams and other designers on risks, issues and process improvements • Align on and update on the status of projects, share ideas and learnings

External

Who	Why
Customers and stakeholders	• Lead and participate in customer research and testing • Lead and participate in workshops with key stakeholders
NSW Government Agencies	• Represent Agency effectively and exchange information as required • Establish professional networks and relationships to maintain currency of issues, share ideas and learnings and collaborate on common responses to emerging or developing issues • Ensure the provision and quality of services is customer-focused and aligns to the agreed product, project or program objectives and strategy

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their executive. It refers to the executive decisions that require significant changes to program outcomes or timeframes or are likely to escalate. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the director.

Reporting line

Manager or Director

Direct reports

This role may have direct reports

Budget/Expenditure

As per the Customer Service Delegations

Key knowledge and experience

Extensive experience in product design or related field

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
	**Manage Self** Be persistent, self-reflect and commit to learning	• Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Take the initiative and act in a decisive way • Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation	Advanced
	**Value Diversity and Inclusion** Be inclusive and respect diverse backgrounds, experiences and perspectives	• Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders • Demonstrate cultural sensitivity, and engage with and integrate the views of others • Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences • Recognise and adapt to individual abilities, differences and working styles • Support initiatives that create a safe and equitable workplace and culture in which differences are valued • Recognise and manage bias in interactions and decision making	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 • 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	Adept

	**Work Collaboratively** Collaborate with others and value their contribution	• Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services	Adept
	**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 counterarguments • 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
	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input from others • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control business unit output to ensure government outcomes are achieved within budgets • Progress organisational priorities and ensure that resources are acquired and used effectively	Advanced
	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans	Adept

		• Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly	
	**Project Management** Understand and use effective ways to plan, coordinate and control projects	• 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 • 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	Adept
	**Manage and Develop People** Engage with and motivate staff, and develop their capability and potential (where applicable)	• 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 are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
	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
	Communicate Effectively	Communicate clearly, pay attention to others and respond with understanding and respect	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Advanced
	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
	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	Advanced
	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Adept
	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	Intermediate
	Manage Reform and Change	Support and champion change, and help others to engage with change	Intermediate