Role Description
Senior Information Management Specialist

Role Description Fields	Details
Department/Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	261313
OSCA Code	273333
PCAT Code	1226468
Role Family/Function/Type	Data, Analytics & Intelligence / data / Data engineering/architecture
Date of Approval	January 2020 (2026 capabilities updated Nov 2026)
Agency website	www.customerservice.nsw.gov.au

Primary purpose of the role

Develop information management standards and practices aligned with the enterprise architectural plan and the structural design of shared information, while ensuring effective management of all practices and processes to maintain the security, quality, integrity, safety and availability of the organisation's information.

Key accountabilities

- Undertake detailed analysis of the information management requirements across all systems, platforms and applications to guide the development of information management standards in line with the enterprise architectural plan
- Establish, manage and maintain target architectures, standards and roadmaps within the Information Architecture domain and implement Information Lifecycle Management and data governance frameworks to facilitate efficient and secure management of information
- Define, develop and communicate information management standards relating to the location, media-type, compliance and security requirements to facilitate efficient and secure management of all information/data elements
- Define, develop and communicate classification standards and incorporate them into system developments to promote consistent and optimal information and data management practices
- Define, design, develop and maintain organisation data models of information flows required to support internal decision making (business intelligence), that meet immediate and future needs
- Evaluate technology trends and market influences to assess potential impact/opportunity for the organisation

Key challenges

- Working with senior stakeholders and subject matter experts in driving effective information management standards and policies across the organisation while maintaining knowledge of organisational complexities that may impact implementation
- Maintaining awareness of relevant legislation, policies, and standards relating to information and data management, and interpreting these to ensure that tools, processes, and systems are compliant given continually evolving practices and technology and while maintaining service delivery standards and timeframes

Key relationships

Internal

Who	Why
Manager	• Provide regular updates on key projects/programs and priorities • Escalate issues, keep informed, advise and receive instructions • Provide recommendations and inform through reporting any sensitive and emerging issues
Work team	• Support team, work collaboratively to contribute to achieving multiple teams' business outcomes • Participate in meetings to obtain the work group perspective and share information. • Actively support projects and solution architects with definition and guidance to align delivery within enterprise architecture
Clients/customers	• Provide a customer focused approach to service delivery • Manage expectations, resolve and provide solutions • Provide information and guidance regarding relevant policies, practices and standards

External

Who	Why
Vendors/Service Providers	• Provide and gather information and resolve issues • Monitor provision of services to ensure compliance with contracts and service arrangements
Industry professionals/ Consultants	• Participate in architecture forums and groups that impact their domain, share information and represent to agency • Maintain specialist knowledge and keep up to date with best practice for area of expertise • Participate in discussions regarding innovation and best practice

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully 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 manager.

Reporting line

Manager

Direct reports

Nil

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

Tertiary qualifications within a relevant business discipline and/or demonstrated relevant working experience in a similar role / industry

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	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance	Adept
	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Present with credibility, engage diverse audiences and test whether they understand you • Translate technical and complex information clearly and concisely for different audiences • Create opportunities for others to contribute to discussion and debate • Set an example by promoting information sharing across your organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to share information and communicate with diverse audiences • Leverage insights from people with lived experience to shape communication and engagement strategies • Write clearly, concisely and persuasively in a range of styles and formats	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Focus on providing a positive customer experience • Support a customer-focused culture in your organisation • Demonstrate a thorough knowledge of the available services and share relevant information with customers • Identify and respond quickly to customer needs • Consider different customer needs and experiences when developing solutions to meet needs • Resolve complex customer issues • Cooperate across work areas to improve outcomes for customers	Intermediate
	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, business unit and your organisation when prioritising work • Set, prioritise, consult on and develop team and business unit goals, strategies and plans • Anticipate, assess and respond appropriately to the impact of changes, including changes to government policy and economic conditions, on team or business unit goals • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust plans accordingly	Adept
	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Promote using creative and accessible technology in your organisation • Actively manage risk to ensure compliance with cyber security and acceptable use of technology, including record keeping, cybersecurity, privacy, and responsible artificial intelligence use • Keep up to date with new technology and technological trends to understand how using them can support business outcomes • Seek advice from appropriate subject matter experts about using technology to achieve business strategies and outcomes • Lead the appropriate use of digital systems, ensuring outputs are aligned with legal, ethical, and organisational standards	Advanced

Occupation specific capability set

Capability group/sets	Capability name	Behavioural indicators	Level
SFIA	**Information management** Enabling the effective management and use of information assets.	• Ensures implementation of information and records management policies and standard practice. Communicates the benefits and value of information management. • Plans effective information storage, sharing and publishing within the organisation. Develops organisational taxonomy for information assets. • Provides expert advice and guidance to enable the organisation to get maximum value from its information assets. • Assesses issues that might prevent the organisation from making maximum use of its information assets. Contributes to the development of policy, standards and procedures for compliance with relevant legislation.	IRMG - Level 5
SFIA	**Enterprise and business architecture** Aligning an organisation's technology strategy with its business mission, strategy and processes and documenting this using architectural models.	• Develops models and plans to drive the execution of the business strategy, taking advantage of opportunities to improve business performance. • Contributes to creating and reviewing a systems capability strategy which meets the business's strategic requirements. • Creates and maintains roadmaps to guide the execution of business strategy and capability improvements. • Determines requirements and specifies effective business processes, through improvements in technology, information or data practices, organisation, roles, procedures and equipment.	STPL - Level 5

Capability group/sets	Capability name	Behavioural indicators	Level
SFIA	**Information assurance** Protecting against and managing risks related to the use, storage and transmission of data and information systems.	• Interprets information assurance and security policies and applies these to manage risks. • Provides advice and guidance to ensure adoption of and adherence to information assurance architectures, strategies, policies, standards and guidelines. • Plans, organises and conducts information assurance and accreditation of complex domains areas, cross-functional areas and across the supply chain. • Contributes to the development of policies, standards and guidelines.	INAS - Level 5
SFIA	**Data management** Developing and implementing plans, policies and practices that control, protect and optimise the value and governance of data assets.	• Devises and implements data governance and master data management processes. • Derives data management structures and metadata to support consistent data retrieval, integration, analysis, pattern recognition and interpretation across the organisation. • Independently validates external information from multiple sources. Plans effective data storage, sharing and publishing practices within the organisation. • Identifies and addresses issues preventing optimal use of information assets. Provides expert advice to maximise data asset value, ensuring data quality and compliance.	DATM - Level 5

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	Adept
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Deliver Results	Achieve results by using resources efficiently and committing to quality outcomes	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	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
	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and use effective ways to plan, coordinate and control projects	Adept

Occupation specific capability set

Capability group/sets	Capability name	Description	Level
SFIA	Specialist advice	Providing authoritative, professional advice and direction in a specialist area.	TECH - Level 5