

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Principal Advisor, Workforce Experience

Business Group	Te Pou Ohumahi Mātauranga Education Workforce
Location	Flexible
Salary band	A9

Mahi i roto i te Ratonga Tūmatanui | Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki | [You can find out more about what this means at Role and purpose - Te Kawa Mataaho Public Service Commission.](#)

To Mātou Aronga | What we do for Aotearoa New Zealand

At Te Tāhuhu o te Mātauranga | Ministry of Education, delivering our purpose makes a real difference to all ākonga of Aotearoa:

***He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga
We shape an education system that delivers excellent and equitable outcomes***

We fulfil our purpose by:

- delivering services and support nationally, regionally and locally to and through the education sector and in some cases directly to ākonga and whānau
- shaping the policies, settings and performance of the education system so that it is well placed to deliver equitable outcomes for ākonga and their whānau, from early learning through tertiary.

Tēnei Tūranga | About the role

The Principal Advisor, Workforce Experience works across Te Pou Ohumahi Mātauranga | Education Workforce (TPOM), Te Tāhuhu o te Mātauranga and with other agencies to design and deliver innovative, accessible and integrated products and services that align with our goals and objectives, and enhance the experience of the education workforce towards achieving positive and equitable outcomes for ākonga.

This role involves applying a human-centered design approach to analyse, map, and optimise service processes, interactions, and touchpoints. The Principal Advisor, Workforce Experience collaborates closely with cross-functional teams to identify pain points, develop innovative solutions, and deliver exceptional service experiences.

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Ngā Haepapa | Accountabilities

As a Specialist within Te Tāhuhu o te Mātauranga | the Ministry of Education you will:

- Share specialist knowledge across the organisation and with stakeholders, working with others to inform operational level decision making.
- Contribute to an effective team with a positive approach to the work environment that encourages and supports high performance, collaboration and problem solving.
- Lead the resolution of issues, identifying risks and solutions to protect and enhance the integrity and reputation of the Ministry.
- Lead or contribute to the development and implementation of innovative and fit-for purpose solutions and frameworks for current and future challenges.
- Develop and use data and insights to make evidence-based decisions and recommendations on operational issues.
- Build capability in others through coaching, quality assurance, and proactively sharing knowledge and expertise.

As the Principal Advisor, Workforce Experience you will:

- Apply a Te Ao Māori world perspective to design and understand Te Tiriti o Waitangi and the critical shifts that are occurring in Aotearoa's landscape.
- Conduct in-depth research and analysis of customer journeys, identifying pain points, opportunities, and moments of truth.
- Develop customer journey maps, service blueprints, and other visual artifacts to illustrate current and future-state service experiences.
- Lead and facilitate workshops, brainstorming sessions, and co-creation activities to generate insights and ideas for service improvements.
- Collaborate with cross-functional teams, including product managers, marketers, and developers, to ensure the successful implementation of workforce initiatives.
- Engage and influence stakeholders at various levels of the organisation to gain buy-in and support.
- Ideate and co-create innovative service design solutions in collaboration with stakeholders, including process improvements, digital solutions, and physical touchpoint enhancements.
- Apply effective problem-solving skills that balance the divergent views of stakeholders.
- Ability to create clear navigation systems, hierarchies, and taxonomies that enhance user understanding and findability.
- Apply design thinking methodologies to generate ideas and concepts that address user needs and business requirements.
- Promote and implement practices and approaches that reflect a changing workforce needs and diversity.
- Contribute to the development of strategies and frameworks that enhance customer satisfaction, drive business growth, and improve operational efficiency.
- Align initiatives with the Ministry's goals and values. Keeping abreast of industry trends, emerging technologies, and workforce expectations to continuously improve service design processes and outcomes.

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- Create and implement visually appealing and intuitive digital designs that align with the organisation's service design strategy.
- Develop wireframes, user flows, and interactive prototypes to effectively communicate design concepts and user journeys.
- Continuously monitor and evaluate service performance metrics, user feedback, and industry trends to identify opportunities for service enhancements and optimisations.
- Evaluate usability through a range of methods and techniques, such as heuristic evaluation and user testing.
- Drive a culture of continuous improvement and customer-centricity.

You will make decisions in accordance with the Ministry's policies and delegations framework.

Wheako | Experience

To be successful in this role you will have the following experience:

- Senior level experience or service design in a complex organisation / system
- A minimum of five years' hands-on experience applying human-centred design methodologies, frameworks and techniques
- Demonstrated experience in digital enablement / CRM projects
- Strong experience developing visually appealing journey maps, blueprints and other design artefacts
- A minimum of five years' experience working at both a strategic and tactical level across the full end-to-end lifecycle, considering omni-channel experience design, digitisation and automation
- Proven experience in writing reverse briefs, ensuring all stakeholders understand the process and steps you are recommending
- Experience translating data into journey maps, personas or blueprints
- Experience facilitating design-thinking workshops and co-creation sessions with multidisciplinary teams
- Previous experience in UX / UI design for digital services and an understanding of the New Zealand Government web standards (accessibility and usability).
- UX design experience using tools such as Balsamiq and Figma advantageously.

Ngā Āheinga | Capabilities

- Strong qualitative and quantitative research including internal data and desktop research, user interviews, observation, and data analysis theming.
- Strong service design skills including use of tools to create effective service design blueprints and BAU delivery documentation
- Strong project skills and experience in Agile development methodology with sprint planning, iterative design and delivery experience
- An understanding of Machinery of Government, public sector delivery structures, systems and processes is advantageous
- The ability to complete clear planning with consideration for project timelines or constraints, sprint planning, and cross-team collaboration
- Demonstrated ability to apply human-centred design methodologies and techniques to experience and service design

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- Strong experience in creating design patterns – across both the lifecycle and supporting digital delivery
- Mentoring experience, particular in digital experience and service design
- A proven ability to use data and insights to identify trends, risks and opportunities, to influence and guide organisational and system-level decision making.
- Excellent visual communication skills including strong writing skills.
- Demonstrated ability to apply human-centred design principles, methodologies frameworks and techniques to projects, initiatives and other changes.
- Excellent interpersonal skills with the ability to collaborate and manage relationships effectively with cross-functional teams and stakeholders at all levels.
- Ability to work independently and within a team environment, handle multiple tasks and work under pressure.

Tātai Pou | Our Cultural Competency

Tātai Pou is our Māori Cultural competency framework. It has been aligned and is complementary to the Māori Crown Relations Capability Framework (MCR). Tātai Pou is designed to support our people and organisation to give effect to the articles of te Tiriti o Waitangi in our work. The work-based capabilities have four focus areas and describe four levels of competency (high, consolidation, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

Pou Hono Valuing Māori	Developing
Pou Mana Knowledge of Māori content	Developing
Pou Kipa Achieving equitable education outcomes for Māori	Developing
Pou Aroā Critical consciousness of racial equity for Māori	Developing

Leadership Success Profile - Te Kawa Mataaho | Public Service Commission

Leadership matters. Strong leadership at every level in the Public Service will transform the experiences of New Zealanders. The Leadership Success Profile establishes “what good looks like” for leadership at all levels. Information about how the Leadership Success Profile applies to this role is available on the Ministry’s intranet.

Ngā Whakaaetanga | Approvals

Date Reviewed and Approved	February 2025
Approved By	HR Advisory Team