	Position description
Position title	Human-centred design and research advisor
Fixed term contract or EBA	Fixed term contract
Status	Fixed term contract
Classification and remuneration (remuneration EBA only)	Level 5.1 ($78,875.79)
Hours of work	38 hours a week
Region	North
Primary location	Fawkner
Date PD adopted	January 2019

1. Organisational environment

At The Greater Metropolitan Cemeteries Trust (GMCT) we believe in caring for our communities with dignity and compassion. Each year, we help more than 12,500 families, of all cultures and faiths, to plan and prepare for funeral, cremation, interment and memorial services.

GMCT is custodian of 21 cemeteries (including two greenfield sites) and memorial parks which are maintained in perpetuity, giving our families, communities and future generations peace of mind. We are committed to maintaining these beautiful, restful and sustainable places to preserve and protect the memories and history they hold.

GMCT is comprised of three regions (north, east and west). Corporate functions and administration are conducted from the head office, located at Fawkner Memorial Park. The organisation employs approximately 200 staff. We recognise that our industry sector is not immune to change, and is being shaped by a number of trends. We are in a strong position to respond to these trends but require a workforce that is agile, resilient and up for change and innovation.

Our vision
Lasting memories, peaceful places

Our mission

We provide the final care for your loved ones, with dignity and kindness. We respect all peoples, our heritage, our communities and the environment.

2.   GMCT Strategic Plan 2017 - 2022

Our 2017-2022 strategic theme – *'stepping up and reaching beyond'* - serves to articulate a commitment to our team and our stakeholders, to ensure we consistently strive to deliver beyond expectations, challenge perceptions of the industry, improve our service offering, and work with our communities. Our aspirational road map for the next five years will see GMCT focus on four fundamental pillars

- **Community connections –** we will lead and nurture strong connections with the communities we serve

- **Lasting stewardship –** we are stewards of the community assets we care for now and in perpetuity

- **Operational excellence –** our people will strive for excellence in everything we do, facilitated by innovative and effective technology, systems and processes

- **Change ready agility –** our culture is brave, innovative and collaborative, and aligns with our corporate values and strategic goals

These priority areas will underpin and inform initiatives and decision making over the next five years and ensure we are focused, transparent and accountable, while also allowing GMCT room to respond to new opportunities, challenges and changing needs and expectations.

3.   Organisational context

As depicted below, GMCT currently includes 21 cemetery sites across metropolitan Victoria, and may acquire new cemeteries from time to time

1. Altona Memorial Park	12. Northcote Cemetery
2. Andersons Creek Cemetery	13. Northern Memorial Park
3. Burwood Cemetery	14. Preston Cemetery
4. Coburg Pine Ridge Cemetery	15. Templestowe Cemetery
5. Emerald Cemetery	16. Truganina Cemetery
6. Fawkner Memorial Park	17. Werribee Cemetery
7. Footscray Cemetery	18. Williamstown Cemetery
8. Healesville Cemetery	19. Yarra Glen Cemetery
9. Keilor Cemetery	20. Plenty Valley – Yan Yean (greenfield site)
10. Lilydale Lawn Cemetery	21. Harkness (greenfield site)
11. Lilydale Memorial Park	

4.   Professional standards

Our values

At the heart of our strategic plan remain our organisational values. GMCT values inform everything we do and provide the framework for how we conduct our business and how each person goes about their work, regardless of their role in the organisation.

Our values are a description of the way we see the world and what is most important to us. They are the basic principles that will guide and shape the way we think and act. This includes the way we provide services to our customers, the way we treat each other within the organisation and the way we relate to the wider community.

Our values are

Compassion

A staff member who demonstrates the GMCT value of compassion will

- try to see the situation from the other person's point of view
- respond with sensitivity and kindness to our customers, members of the community and our colleagues
- demonstrate willingness to provide help and support.

Respect

A staff member who demonstrates the GMCT value of respect will

- show appreciation for the contribution of others
- seek to understand the priorities and needs of others
- provide high quality service
- demonstrate a 'can do' attitude.

Sustainability

A staff member who demonstrates the GMCT value of sustainability will

- portray a positive image of the organisation to build reputation, even when things are difficult
- use the organisation's resources efficiently
- demonstrate concern for our environment
- identify better and innovative ways of doing things.

Integrity

A staff member who demonstrates the GMCT value of integrity will

- communicate openly and honestly
- meet commitments to others and do what they say they will do
- deliver services in a professional manner
- accept responsibility for their own decisions and actions even when they make a mistake.

5.   Position organisational relationships

The Human-centred design and research advisor provides community research expertise to ensure strategic delivery of GMCT's Community Engagement plans.

This position forms part of the Community connections department, within the Chief customer office under the Service and engagement directorate.

The position has the following organisational relationships:

Accountable to: Community connections lead

Supervises: External agencies as required

Internal liaisons: Chief customer officer, Manager business & industry, Manager communications, Service & engagement team, Digital transformation team and other GMCT staff

External liaisons: A range of external service providers, consultants, general public, industry and community groups as well as governments and governmental agencies..

6.   Position context

The Human-centred design and research advisor will be accountable for the following:

The Human-centred design and research advisor will work collaboratively with the Community connections department staff and other GMCT staff to ensure the proactive and strategic delivery of the community and stakeholder engagement plans, to achieve the Strategic priority 2017-2022 "We will lead and nurture strong connections with the communities we serve".

7.   Position objectives

To work collaboratively with the Community Connections Department and other GMCT staff to deliver strategic community engagement activities to achieve the Strategic priority 2017-2022 "We will lead and nurture strong connections with the communities we serve".

8.   Key responsibilities

The Human-centred design and research advisor is responsible for:
- advise on and undertake qualitative and quantitative data-driven approaches, and set up systems, to support evidence based decision making

- undertake collation, synthesis, analysis and reporting of research information, and provide high quality recommendations arising from the analysis

- provide advice, plan, develop, deliver and analyse community research activities and projects to support the delivery of GMCT's Community Connection strategy

- procure, manage and oversee delivery from external consultants;

- Support the development of strategic documents, engagement policies and other governance frameworks

- assist Community Connections Lead to build organisational capacity to achieve best practice in research and evidence-based decision making

- carry out any other relevant duties as directed by the Community connections leader or the Chief customer officer

9. Key capabilities

Essential capabilities	
Capability	**Proficiency level**
Emotional intelligence – Identifies, controls and appropriately expresses emotions of self, and manages the emotions of others with empathy and respect	Advanced

- Positively influences the way others feel and consistently demonstrates respect, dignity and compassion.
- Anticipates emotional needs and reactions of others, and prepares/addresses needs accordingly.
- Supports others to resolve internal and external conflicts in a calm and effective manner.
- Responds effectively to others' inappropriate behaviour.
- Facilitates challenging conversations effectively.
- Supports others to express emotions in a way that is respectful to the feelings of others.
- Coaches and support team to develop their emotional intelligence and to balance the emotional needs of others with the operational needs of the business.

Collaboration – Builds and maintains positive relationships to enhance productivity and increase customer satisfaction	Advanced

- Initiates and maintains networks to enable the achievement of business objectives.
- Builds and maintains positive, productive relationships with key stakeholders to influence their strategy and decision making processes.
- Seeks and values diverse contributions, experiences and ideas of others.
- Utilises the expertise of the wider GMCT team to ensure the best outcome is achieved.
- Looks for opportunities to facilitate collaboration between others.
- Role models teamwork and collaboration.

Accountability and results focus – Plans effectively and takes accountability for behaviour and results	Advanced

- Articulates the what, why, how and when of the GMCT strategy to helps others to understand it
- Develops team objectives, roles and responsibilities in line with overall GMCT objectives, and with clear timelines and
- measures of success
- Supports team to plan, manage and prioritise workloads to effectively and consistently deliver on individual and team
- objectives to expected standards and in the right way at the right time
- Drives a culture of high performance within team
- Develops plans according to customer/stakeholder requirements and GMCT context, and effects the key drivers that deliver
- on the strategic objectives

- Regularly reviews plans and performance, and revises according to risks or impacts
- Communicates regularly with team members regarding GMCT progress and updates, and ensures all team members
- understand the impact of their role and responsibilities on the broader business
- Holds team to account for their behaviour and results
- Role models accountability, and accepts / owns the responsibility for decisions, actions and behaviour of self and team

Innovation – Actively seeks out ways to create and take advantage of opportunities to improve business performance and the customer experience	Advanced

- Takes a broad view when analysing complex and ambiguous situations.
- Recognises patterns and draws linkages between ambiguous data or situations.
- Reads the situation well and knows when to allow time to work through complexity and when to move quickly on decisions or solutions.
- Uses innovative thinking during decision making and planning, by applying learning from industry research and/or knowledge and experience gained from working outside of GMCT.
- Plans for the future whilst balancing the need to be agile today.
- Adopts an open-minded approach to maximise opportunities whilst minimising and mitigating risk.
- Encourages and supports team to take measured risks to implement new initiatives and approaches to deliver growth.
- Coaches and develops the innovative thinking and approach in others.
- Creates a supportive environment for generating and testing creative and innovative ideas.

Customer experience – Delights our customers by delivering respectful and dignified experiences and services	Advanced

- Considers broader purpose and the long-term relationship with the customer when providing advice.
- Continually drives self and team to increase customer satisfaction.
- Identifies and builds relationships with external stakeholders (eg. funeral directors) in order to provide a more seamless, transparent and valued customer experience.
- Shares knowledge and coaches others in the provision of safe, seamless, consistent and reliable customer service, sales, and valued advice.
- Encourages and supports team to think differently about how to respond to customer needs.

Operational excellence – Drives and supports improvements in operations that enhance productivity, efficiency and effectiveness whilst maintaining safety and minimise risk	Advanced

- Maintains collaborative cross-functional relationships to support continuous improvement across GMCT.
- Builds and maintains positive relationships with external stakeholders (eg. Funeral directors) to enhance efficiencies when escalating issues and working collaboratively on process improvements.
- Continually searches for ways to improve efficiency, effectiveness in own role/team and across directorate.

- Creates a team environment where ideas can be heard and explored.
- Coaches and supports others to find and explore ways of improve efficiency, effectiveness and productivity whilst maintaining safety and minimising risk.

Preferable capabilities

Capability	Proficiency level

Customer Centricity – has the customer experience at the forefront of every decision and action	Advanced

- Continually seeks new ways to improve the customer experience
- Monitors and acts on measures of customer satisfaction to improve the customer experience
- Communicates vision for the customer and business to all team members, and shares customer insights and plans to support delivery of this vision
- Drives a culture of always finding a way to say yes to the customer, and to delight them
- Supports other areas of the business to meet and exceed expectations of their customers

Change agility and resilience – Maintains composure and focus under pressure and quickly adapts to change	Advanced

- Leads and engages teams in all aspects of the change process
- Communicates change in clear, transparent way, provides context, and builds plan to bring team along with
- change
- Understands the range of reactions to change and actively manages these
- Provides coaching and training to staff and teams to manage change effectively
- Monitors how others are managing their health & wellbeing and provides empathy and constructive support
- Creates a safe environment in times of change to express views
- Understands the need to apply effective change disciplines to achieve business outcomes
- Manages the complexity of integrating processes, systems and people when executing change

Commercial acumen – Understands the GMCT business and industry, and executes business plans to maximise performance and deliver on strategic	Advanced

- Effects the right operational levers at the right time to maximise customer satisfaction and sales/profitability.
- Considers how activity in own directorate impacts on other directorates, and GMCT as a whole.
- Applies appropriate strategic thinking, governance and planning tools to assist team members to execute on strategic priorities.
- Uses principles of financial acumen to improve business efficiency and productivity.
- Mentors and coaches others to develop commercial acumen.

Commercial acumen – Understands the GMCT business and industry, and executes business plans to maximise performance and deliver on strategic	Advanced

- Effects the right operational levers at the right time to maximise customer satisfaction and sales/profitability.
- Considers how activity in own directorate impacts on other directorates, and GMCT as a whole.
- Applies appropriate strategic thinking, governance and planning tools to assist team members to execute on strategic priorities.
- Uses principles of financial acumen to improve business efficiency and productivity.
- Mentors and coaches others to develop commercial acumen.

10. Corporate involvement

GMCT is a values-based organisation and seeks to cultivate a culture founded on quality of service delivery, responsiveness, collaboration and respect for others. It is an environment that requires all team members to maintain high standards of work.

All GMCT employees are required to

- Maintain the highest standards of integrity and behaviour in line with GMCT Values and Code of Conduct.
- Uphold and enhance the reputation of GMCT.
- Participate in the development and review of organisational initiatives and assist in the delivery of organisational goals.
- Participate in regular performance management planning and review processes with immediate manager.
- Undertake identified training and development activities/programmes.
- Provide regular and /or ad-hoc reports to immediate manager when required in an agreed format for the purpose of monthly supervision, team meetings and six monthly and annual individual development reviews.
- Attend regional and team meetings as required.
- Maintain confidentiality at all times.
- Comply with all GMCT policies and procedures.
- Understand and adhere to all OH&S policy, legislation, regulation, risk management strategy, policy and procedure.
- Be responsible for effective risk management including incident reporting, and ensuring that management is aware of risks associated with business operations.
- Assist their manager in the identification, development and maintenance of the health and safety improvement action plan.
- Develop agreed and measurable success measures to support the health and safety management action plan and health and safety management strategy.
- Assist their manager in the input of risks, hazards or environmental risks into the risk register database.
- Implement hazard management practices in their daily activities.

- Report any injury, illness, asset or financial losses, hazard and near miss incidents to their manager/supervisor within 24 hours of detection in accordance with GMCT procedures.
- Comply with health and safety practices in accordance with the OH&S Regulations 2007, Victorian WorkCover Authority Codes of Practice and GMCT Safety Management Plan 2014.
- Comply with all other Commonwealth and State legislation relevant to the organisation.
- Undertake other duties as directed by immediate manager not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification.

11. Key selection criteria

Applicants must address the following criteria in writing to be considered for this position.

All selection criteria are essential unless marked as 'desirable'.

Qualifications and experience

- degree qualified (Science, Business, Human Resource, Psychology or related field) and extensive experience in a similar role. Post graduate qualifications are desirable but not essential
- a solid understanding of community engagement research or human-centred design principles and practices
- experience of data-driven decision making, research or business intelligence
- experience and knowledge of digital engagement strategies, techniques and tools
- demonstrated experience in successfully managing and delivering projects within budget

Skills / abilities

• a demonstrated commitment to the vision and values of GMCT

• high level interpersonal and team skills, including the ability to work co-operatively and promote a positive team approach and the demonstrated ability to apply these with internal and external stakeholders

• well-developed research and analytical expertise

• demonstrated ability to take initiatives, test new approaches, is a self-starter and work autonomously in a dynamic workplace environment

• a strong commitment to good governance practices

• strong problem solving and root cause identification skills

• a consultative approach to dealing with multiple stakeholders

• demonstrated ability to effectively manage and priorities multiple tasks- and achieve required timelines

• must be a team player and able to work collaboratively with and through others

Other requirements

- Not applicable

Technical skills

- IT skills and experience including word processing, power point, excel spreadsheet experience is necessary, some data analysis desirable. Experience using MailChimp and SurveyMonkey is a plus.

[If you require assistance completing the 'Relevant Physical Requirements table below, please contact HR.

Relevant physical requirements

Requirements	Frequency of occurrence (check box where appropriate)				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to	Regularly 67%-100%	
Weights and forces					
Lifting from floor to waist (<5 kg per item)	☐	☒	☐	☐	
Lifting at waist height (<5 kg per item)	☐	☒	☐	☐	
Lifting waist to above shoulder (<5 kg per item)	☒	☐	☐	☐	
Carrying	☐	☒	☐	☐	
Pushing (trolley weighing up to 50kg)	☐	☒	☐	☐	
Pulling (trolley weighing up to 50kg)	☐	☒	☐	☐	
Moving equipment and/or furniture	☐	☒	☐	☐	
Holding or supporting	☐	☒	☐	☐	
Above shoulder	☐	☒	☐	☐	
Whole body and lower limb movement					
Standing	☐	☐	☒	☐	
Sitting - at desk	☐	☐	☒	☐	
Sitting – vehicle	☐	☐	☒	☐	
Walking	☐	☐	☒	☐	
Walking – whilst carrying	☐	☒	☐	☐	
Walking – on uneven ground	☐	☒	☐	☐	
Climbing – stairs	☐	☒	☐	☐	
Climbing - ladders	☐	☒	☐	☐	
Driving – passenger vehicle	☐	☒	☐	☐	
Computer – desktop	☐	☐	☒	☐	
Computer - laptop	☐	☐	☒	☐	
Squatting	☐	☒	☐	☐	
Kneeling	☐	☒	☐	☐	
Upper body and upper limb movement					
Reach - forward (>30cm from body)	☐	☒	☐	☐	

Requirements	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	Comments
Reach - side (>30cm from body)	☐	☒	☐	☐	
Reach – above shoulder	☒	☐	☐	☐	
Gripping or grabbing	☐	☒	☐	☐	
Bending neck - looking up	☐	☒	☐	☐	
Bending neck - looking down	☐	☒	☐	☐	
Rotating neck	☐	☒	☐	☐	

Requirements	Frequency of Occurrence				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	
Bending spine - forward	☐	☒	☐	☐	
Bending spine - backward	☐	☒	☐	☐	
Twisting spine to side	☐	☒	☐	☐	
Writing with pen or pencil	☐	☐	☒	☐	
Typing	☐	☐	☒	☐	
Sensory					
Hearing – holding direct conversation and telephone	☐	☐	☐	☒	
Hearing – alarms , signals, disturbance	☐	☐	☐	☒	
Visual – read printed material, signage	☐	☐	☐	☒	
Visual – read computer screens	☐	☐	☐	☒	
Visual - driving	☐	☐	☐	☒	
Other					

I have read and understood the requirements of this role

Employee

_____

Signature   **Print name**   **Date**

Manager

_____

Signature   **Print name**   **Date**