# Role Description

# Principal Salesforce Architect

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| **Role Description Fields** | **Details** |
| **Cluster** | **Planning Housing and Infrastructure** |
| **Department/Agency** | **Department of Planning Housing and Infrastructure** |
| **Division/Branch/Unit** | **Corporate Services / Digital Information Office / Business Application Management Services** |
| **Role number** | **TBC** |
| **Classification/Grade/Band** | **Clerk Grade 11/12** |
| **ANZSCO Code** | **261312** |
| **PCAT Code** | **1226492** |
| **Date of Approval** | **March 2025** |
| **Agency Website** | **https://www.nsw.gov.au/departments-and-agencies/department-of-planning-housing-and-infrastructure** |

## Agency overview

The Department of Planning, Housing and Infrastructure (DPHI) improves the liveability and prosperity of NSW. To achieve this, we:

* create vibrant, productive spaces and precincts;
* manage lands, assets and property effectively; and
* deliver affordable and diverse housing.

We strive to be a high performing, world class public service organisation that celebrates and reflects the full diversity of the community we serve and builds the cultural capability of our department to improve outcomes with, and for, Aboriginal people, communities and entities.

## Primary purpose of the role

## This role provides expert advice and leadership throughout all project phases to deliver and develop Salesforce technical solutions to support project objectives.

## Key accountabilities

* Collaborate with business units and technical experts to develop business requirement specifications to ensure alignment between customer expectations and current or future Platforms capability
* Provide input to the strategic direction of technology investments to assist in the development of the enterprise architecture and maximise the return on technology investment
* Oversee the development, testing and implementation of technology solutions and report on delivery commitments to ensure solutions are implemented as expected and to agreed timeframes
* Manage stakeholder relationships through effective communication, negotiation and issues management to ensure stakeholders are engaged throughout the project and project deliverables are met
* Lead and connect all parties involved in the solution, including business analysts, project managers, vendors, developers, and more
* Provide expert advice and information to stakeholders on emerging project issues and present recommendations to support project delivery in line with established plans, budgets, timeframes, policy objectives and other project priorities
* Define and design technology solutions to assist the business in meeting their business objectives within agreed enterprise architecture
* Develop, test and implement technology solutions and report on delivery commitments to ensure solutions are implemented as expected and to agreed timeframes

## Key challenges

* Managing complex and sensitive consultations and negotiations with diverse stakeholders, within agreed timelines, given their varying expectations, viewpoints and interests
* Identify interdependencies and balance competing demands to ensure project objectives are achieved and governance and reporting requirements are met.

## Key relationships

**Internal**

|  |  |
| --- | --- |
| Who | Why |
| Manager | * Provide expert strategic and technical advice to influence decisions regarding ICT initiatives and innovation * Identification of capabilities and areas of improvement |
| Work team | * Represent work group perspective and share information * Lead discussions and decisions regarding implementation of innovation and best practice * Inspire and motivate team, provide direction and manage performance |
| Client / customers | * Provide strategic advice for business innovation * Resolve escalations and provide solutions to problems * Provide guidance and direction as a subject matter expert for DIO |

**External**

| Who | Why |
| --- | --- |
| Customers / stakeholders | * Respond and resolve queries, providing information and/or resources or redirect to the appropriate person or business unit if required * Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards * Engage with, consult, seek clarification and provide customer focused advice and responses to ensure the prompt resolution of issues |
| Industry and industry leaders | * Provide agency vision to promote agency perspective within the industry * Collaborate and share information. * Identify opportunities for partnering to address current and future needs and capitalise on innovation and best practice |
| Vendors/Service Providers and Consultants | * Communicate needs, facilitate routine business transactions and resolve issues * Negotiate and approve contracts and service agreements * Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements |

## 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 the Manager any 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.

### Reporting line

Manager, Application Development & Support

### Direct reports

Nil

### Budget/Expenditure

Nil

## **Key knowledge and experience**

* In-depth knowledge of Salesforce architecture, including Security and Compliance features, with a solid grasp of integration with broader Enterprise Architecture domains.
* Proven experience operating at a senior or executive level in complex organizations, offering specialized and strategic Salesforce-related solutions and advice to executive leadership.
* Strong expertise in business analysis processes, identifying Salesforce implementation opportunities and mitigating potential risks.
* Advanced understanding of Salesforce cloud-based solutions, including “as a service” architectures like Platform as a Service (PaaS) and Software as a Service (SaaS).
* Comprehensive awareness of current and future trends in Salesforce technologies and their alignment with broader ICT and information architecture strategies.
* Experience in system analysis and design including in requirements gathering and documenting functional requirements, understanding business requirements/process.
* Demonstrated proficiency in languages and tools relevant for the specific role:
* XML, VB.NET, .NET, PHP, Java and Web Services
* strong MS-SQL database and TSQL knowledge, skills and experience including performance tuning of SQL queries both implicit and EF generated
* Apex, Apex Classes, Apex Triggers and Communities
* Aura, LWC and Custom Lightning Components
* Bitbucket, ANT, GearSet
* Azure DevOps, Jira, Confluence
* Data Visualisation Tooling (PowerBI, QlikView etc)

## Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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.

| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| --- | --- | --- | --- |
| personal-attributes | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | Model the highest standards of ethical and professional behaviour and reinforce their use  Represent the organisation in an honest, ethical and professional way and set an example for others to follow  Promote a culture of integrity and professionalism within the organisation and in dealings external to government  Monitor ethical practices, standards and systems and reinforce their use  Act promptly on reported breaches of legislation, policies and guidelines | Advanced |
| relationships | **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 counter-arguments  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 |
| results | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | Understand the links between the business unit, organisation and the whole-of-government agenda  Ensure business plan goals are clear and appropriate and include contingency provisions  Monitor the progress of initiatives and make necessary adjustments  Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately  Consider the implications of a wide range of complex issues and shift business priorities when necessary  Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning | Advanced |
| business-enablers | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | Champion the use of innovative technologies in the workplace  Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies  Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes  Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes  Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies | Advanced |

## Occupational Specific Focus Capabilities

| **Capability group/sets** | **Capability name** | **Description** | **Level** |
| --- | --- | --- | --- |
| ICT Capability set | Strategy and architecture / Strategy and planning / Enterprise and business architecture (STPL) | * Develops enterprise-wide architecture and processes to embed the strategic application of change in the management of the organisation. * Leads the creation and review of a systems capability strategy that meets the strategic requirements of the business. Ensures the buy-in of all key stakeholders. * Captures and prioritises market and environmental trends, business strategies and objectives, and identifies the business benefits of alternative strategies. Develops and presents business cases for approval, funding and prioritisation of high-level initiatives. * Sets strategies, policies, standards and practices to ensure compliance between business strategies, technology strategies, and enterprise transformation activities. | Level 6 |
| ICT Capability set | Change and transformation / Change analysis / Feasibility assessment (FEAS) | * Establishes an organisational framework and standards for feasibility assessment and business case development. * Directs and leads feasibility assessments for initiatives that will have a significant impact on the organisation. * Engages with senior stakeholders to clarify the strategic context for investment options. Directs and leads the selection of feasibility assessment approaches and techniques that are relevant to the business situation and options. * Presents feasibility assessments and business cases to senior stakeholders and supports decision-making regarding investment options. | Level 6 |
| ICT Capability set | Strategy and architecture / Security and privacy / Information assurance (INAS) | * 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. | Level 5 |
| ICT Capability set | Strategy and architecture / Security and privacy / Information security (SCTY) | * Provides advice and guidance on security strategies to manage identified risks and ensure adoption and adherence to standards. * Contributes to development of information security policy, standards and guidelines. * Obtains and acts on vulnerability information and conducts security risk assessments, business impact analysis and accreditation on complex information systems. Investigates major breaches of security, and recommends appropriate control improvements. * Develops new architectures that mitigate the risks posed by new technologies and business practices. | Level 5 |
| ICT Capability set | Strategy and architecture / Governance, risk and compliance / Audit (AUDT) | * Plans, organises and conducts audits of complex domains areas, cross-functional areas, and across the supply chain. * Confirms the scope and objectives of specific audit activity with management. Aligns with the scope of the audit program and organisational policies. * Determines appropriate methods of investigation to achieve the audit objectives. Presents audit findings to management describing the effectiveness and efficiency of control mechanisms. * Provides general and specific audit advice. Collaborates with professionals in related specialisms to develop and integrate findings. | 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** |
| --- | --- | --- | --- |
| personal-attributes | Display Resilience and Courage | Be open and honest, prepared to express your views, and willing to accept and commit to change | Adept |
| personal-attributes | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Adept |
| relationships | Communicate Effectively | Communicate clearly, actively listen to others, and respond with understanding and respect | Adept |
| relationships | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Adept |
| relationships | Work Collaboratively | Collaborate with others and value their contribution | Adept |
| results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
| results | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Adept |
| results | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Advanced |
| business-enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Adept |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| business-enablers | Project Management | Understand and apply effective planning, coordination and control methods | Intermediate |

## Occupational Specific Complimentary Capabilities

| **Capability group/sets** | **Capability name** | **Description** | **Level** |
| --- | --- | --- | --- |
| ICT Capability set | Strategy and architecture / Strategy and planning / Emerging technology monitoring (EMRG) | * Plans and leads the identification and assessment of emerging technologies and the evaluation of potential impacts, threats and opportunities. * Creates technology roadmaps that align organisational plans with emerging technology solutions. Engages with, and influences, relevant stakeholders to obtain organisational commitment to technology roadmaps. * Develops organisational guidelines for monitoring emerging technologies. * Collaborates with internal and external parties to facilitate intelligence gathering. | Level 6 |
| ICT Capability set | Strategy and architecture / Strategy and planning / Strategic planning (ITSP) | * Collates information and creates reports and insights to support strategy management processes. * Ensures that all stakeholders are aware of the strategic management approach and timetables. Provides support and guidance to help stakeholders adhere to the approach. * Develops and communicates plans to drive forward the strategy and related change planning. * Contributes to the development of policies, standards and guidelines for strategy development and planning. | Level 5 |