

Role Description



Role title:	Classification:
Technical Lead, Seniors Card Program	ASO6
Division/Business unit:	Reports to:
Ageing, Disability Policy and Safeguarding / Seniors Card, Business Services and Engagement	Seniors Card Program and Strategy Manager

Role purpose:

The Technical Lead, Seniors Card Program is a role within Ageing, Disability Policy and Safeguarding and is accountable to the Seniors Card Program and Strategy Manager for:

- Maintaining technical ownership and leadership of relevant Salesforce environments including architecture, configuration standards, data management, and API integrations.
- Providing expert technical advice and platform governance to support business prioritisation, solution design, and the secure, reliable, and scalable data exchange with internal and external systems.
- Supporting business with data analysis and reporting needs including data extraction, creation of dashboards and trend analysis utilising SQL and Power BI knowledge or other reporting tool experience.

Key outcomes and accountabilities:

1. Oversee Salesforce and Marketing Cloud environments to ensure reliability, scalability, and performance, including resolution of complex technical issues relating to data integrity, synchronisation, automation, and integrations.
2. Prepare high quality documents, including reports based on sound analysis and research, and assist in the preparation of technical plans and the development of other appropriate technical resources including operational procedures for end-users.
3. Identify opportunities for continuous improvement to realise efficiencies across processes and the user experience, supporting increased membership, eligibility expansion, and organisational efficiency.
4. Provide high level advice and support to internal and external users, including contribution to training and ongoing user education.
5. Design, implement, and enforce API standards, integration patterns, and data management practices to ensure secure, compliant, and effective data exchange across systems.
6. Engage with and coordinate internal teams, stakeholders, and external partners, acting as a technical escalation point and promoting a culture of cooperation, continuous learning, and service excellence.

Note: Any other responsibilities in line with the classification level of the role as assigned by Line Manager and/or the Department. The responsibilities as specified above may be altered in accordance with the changing requirements of the role.

Special conditions:

Prior to being employed, the successful applicant will be required to obtain a National Police Check if new to the Department and a satisfactory Employment-related Screening Check where this is required for the role.

Key Relationships/Interactions:

- Seniors Card Program and Strategy Manager
- Chief Adult Safeguarding Officer
- Manager, Retirement Villages Unit
- Seniors Card, Business Services and Engagement team, Adult Safeguarding Unit, and Retirement Villages Unit
- Other relevant staff in DHS, including the Data, Digital and Technology Team
- ICT Business Solution and Management Contractors/Technology Vendors

Budget/Delegations:

No budget or delegation accountabilities.

DHS expectations and values: (Organisational contribution)

- Understand and follow workplace safety initiatives, identify hazards and contribute to a safe working environment, as well as follow procedures to manage and minimise risks within DHS.
- Follow the principles of a sustainable working environment by following departmental greening initiatives.
- Model ethical behaviour and practices consistent with the SA Government Code of Ethics for Public Sector Employees, Values and DHS Working with Children and Young People Code of Conduct.
- Understand and follow the principles and practices of the Information Sharing Guidelines for Promoting Safety and Wellbeing (ISG) and the DHS Appendix to the ISG to facilitate appropriate information sharing practice within the context of this department.
- Treat all individuals with fairness and respect, regardless of their race, culture, language, gender (including gender diversity), religion, sexuality, ability, or age.
- Promote and maintain inclusive workplaces that embrace diversity and actively support difference.
- Demonstrate zero tolerance for discrimination, harassment, or disrespectful behaviour towards or by clients, colleagues, contractors, or stakeholders.

Role specific capabilities: (Skills, experience, knowledge, attributes)

1. **Salesforce Knowledge Base and Experience** – Significant experience within the Salesforce ecosystem including Marketing Cloud, and demonstrated ability to design, configure, and optimise Salesforce solutions to meet complex business needs.
2. **ICT Service Management** – Demonstrated knowledge and experience with ICT system management and cloud solutions, especially Salesforce customer and service clouds, and application support in a business/government context.
3. **System Support and Procedures** – Anticipate the end for and develop new system processes, user guides and procedures; provide direction and technical advice on changes to existing policy/procedures to support continuous improvement.
4. **Problem Solving** – Analyse complex information, conceptualise and frame issues and develop practical solutions including the ability to communicate complex and/or general technical problems in a clear non-technical business context.
5. **Relationships and Partnerships** – Develop and maintain productive working relationships with some levels of Government, ICT vendors and clients (i.e. ICT end-users), leading partnering initiatives to involve clients and stakeholders in local initiatives.

6. **Data analysis and Reporting** – Extract, analyse, and manipulate data collected, utilising experience with reporting tools and query writing (complex and simple) including SQL and Power BI or other ICT system tools or solutions.

Qualifications:

Desirable: A degree in Data or Computer Science (or equivalent) or equivalent expertise gained from a combination of experience, training or professional accreditation.

Key leadership competencies and expected behaviours at this classification:

Supports and implements strategic direction

- Understands the big picture and contributes to the development of strategic direction for the BU.
- Assumes ownership of team goals and business objectives.
- Works with a whole-of-government mindset and aligns objectives with organisational priorities.
- Look for opportunities to initiate continuous improvement. Communicates effectively in times of uncertainty.
- Identifies and analyses complex problems relating to the team’s work objectives.

Achieves and monitors own results

- Delivers results and improvements to meet team objectives.
- Evaluates existing systems and resources, and identifies opportunities for development and improvement.
- Makes decisions and manages risks affecting the team and individual role, even in ambiguous situations.
- Abides by the laws, regulations and policies determining team and individual role activities.
- Holds self and others accountable for reaching team outcomes, and escalates issues where necessary.
- Monitors team/project performance and seeks feedback to guide improvements.
- Develops job-specific expertise and builds on the knowledge and skills of self and others to achieve objectives.

Enhances service delivery excellence

- Adds value to the BU by setting, reaching and encouraging high performance standards.
- Identifies and raises awareness of trends, potential problems and opportunities to meet the current and future needs of the business.
- Provides others with ongoing feedback and coaching for development.
- Identifies learning opportunities and encourages innovation and resourcefulness to meeting team performance standards.
- Embeds a strong customer service ethos by understanding needs.
- Effectively manages resources to meet competing and complex demands.

Cultivates productive working relationships

- Seeks to understand the perspectives of others and the implication in the wider public sector.
- Tailors approach to the audience or situation to ensure information is understood and key actions are agreed upon.
- Constructively manages and resolves conflict by identifying boundaries and appropriate workarounds.
- Genuinely values the input, expertise and experience of others; promotes information sharing to gain new insights and deliver outcomes.
- Engages in strategic relationships with internal and external stakeholders.
- Is sensitive towards diverse agendas, concerns, interests and views and can adapt approach accordingly.

Exhibits personal drive and professionalism

- Acts with integrity and promotes consistency among principles, organisational values and ethical behaviour.
- Displays belief in own strengths and abilities; challenges issues constructively and acknowledges mistakes.
- Adapts effectively to changing priorities and work demands, responding in a controlled manner.
- Self-evaluates performance, seeking feedback from others; recognises how behaviour impacts others.
- Promotes a culture that values respect and diversity within the team, and models this in all interactions.
- Ensures a focus on wellbeing and safety for self and others, and raises concerns where necessary.

Approval:

Assessed by: James Johnson, Human Resources Business Partner		Date: 05/06/2026
Approved by: Sarah White, Director, Office for Ageing Well		Date: 05/06/2026