

# Role Description



<b>Role title:</b>	<b>Classification:</b>
Application Lead - CRM	ASO6
<b>Division/Business unit:</b>	<b>Reports to:</b>
Disability and Specialised Services / Corporate Services & Client Engagement	Business Systems & Applications Manager

## Role purpose:

The Application Lead – Client Records Management (CRM) is a role within Disability and Specialised Services (DaSS) and is accountable to the Business Systems and Application Manager for:

- Leading the management, optimisation and continuous improvement of the DaSS CRM system to support compliant, efficient and business-aligned service delivery.
- Providing system leadership, advice and support to enable effective planning, reporting, decision making and user capability across Disability and Specialist Services.
- Building strong stakeholder relationships and coordinating system enhancements, change activities and vendor engagement to deliver strategic and operational outcomes.

## Key outcomes and accountabilities:

1. Manage and deliver continuous improvement for the DaSS Client Records Management system to support efficient, compliant and business-aligned service delivery across the division.
2. Plan, coordinate and deliver system enhancements, upgrades, testing and change activities, including resolution of incidents, service requests and system issues to maintain continuity of operations.
3. Maintain application security, user access and license management, including monitoring, reporting and compliance with relevant policies, standards and governance requirements.
4. Support effective planning, reporting and evidence-based decision making by providing accurate, timely system data, advice and insights.
5. Provide advice, training, coaching and user support to managers, supervisors, administrators and staff to build capability and adoption of the CRM system and associated practices.
6. Develop, maintain and review system documentation, procedures, work instructions and training materials to support effective and consistent system use.
7. Build and maintain effective relationships with internal stakeholders, cross-functional teams, vendors and service providers to deliver system outcomes, streamline processes and support ICT and strategic initiatives.

*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.
- Must hold a current Australian issued Driver's License (equivalent to minimum class 'C' – South Australian), which must be maintained. Incumbent must be willing and able to drive all government vehicles within their license classification during the course of their duties.
- Occasional intrastate travel may be required
- May be required to work across various DaSS sites.

**Key Relationships/Interactions:**

- Business Systems and Applications Manager (line manager)
- Leadership and staff across Disability and Specialist Services
- DHS leaders and staff
- External vendors and suppliers
- Other SA Government agencies

**Budget/Delegations:**

No budget or delegation accountabilities for this role.

**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. **Systems/Application Management** – Demonstrated experience and expertise in application/systems management, including system configuration and end to end lifecycle management, prioritising application enhancements, undertaking testing and leading application development.
2. **Stakeholder Relationships and Partnerships** – Highly developed interpersonal and communication skills to develop and maintain positive, collaborative working relationships with staff and stakeholders, including the ability to support negotiation, manage differing priorities and address issues constructively to achieve agreed outcomes.
3. **Change Management** – Demonstrated understanding and application of change management principles to prepare for change and to support users to adopt changed systems and processes.
4. **Systems Training and Communication** - Demonstrated ability to communicate technical and complex information clearly through effective oral and written communication, including the development and delivery of system training, user documentation and guidance to support user capability and effective system use across diverse stakeholder groups.
5. **Client Engagement** – Demonstrated understanding and commitment to client engagement, co-design and client-centered approaches.
6. **Initiative and Problem Solving** - Take prompt action to solve problems, act on own judgement without prompting, look to go beyond job requirements to achieve objectives, analyse problems and think creatively to negotiate and implement sound solutions
7. **Compliance & Assurance** – Demonstrated experience in applying compliance requirements in service delivery including adherence to relevant policies, standards and governance practices.

**Qualifications:**

**Essential:** Not applicable

**Desirable:** Tertiary qualification in a relevant discipline OR equivalent level of 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: Madeline Yee, Lead HR Business Partner		Date: 21/04/2026
Approved by: Tammy Moffat, Director Corporate Services and Client Engagement		Date: 21/04/2026