

Systems Administrator - Position Description 24<sup>th</sup> April 2007

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## BNSW – Systems Administrator

### Purpose of the position

Bicycle NSW is a democratically constituted, not for profit community based organization benefiting its members, cyclists, society and the environment. Achievement of the mission requires the efficient and effective processing of a broad range of transactions and information across the organization, the members and the broader publics. This involves both internal systems and external communications via such means as email, website and related mechanisms. This is at a time of growing importance of these mechanisms as tools in the broader marketing, distribution and community engagement tasks for Bicycle NSW, where they offer significant benefits for efficiency, flexibility, functionality and targeting.

### Organisational Purpose – BNSW Mission

To promote, advocate, and support cycling in all its forms as an environmentally sustainable and healthy form of transport, recreation and tourism through the engagement of government, industry and the community at all levels

### Job purpose

Responsible for strategy development, planning, and delivery of all aspects of Bicycle NSW Systems, both internally and more importantly externally in the messaging to members and other stakeholders.

- Operational responsibility for all aspects of Bicycle NSW IT and related systems.
- Ongoing development and introduction of systems and processes to improve efficiency and effectiveness of internal reporting/administration and increased effectiveness of external communications/interactions
- Responsibility for the design and delivery of electronic interface and other communications tools, responding to communications briefs particularly from Events and Advocacy

### Relationships

This section describes the network of external contacts and organisational relationships within which the position operates

### Immediate Manager

Reports to the Head of Marketing and Membership Systems

### Direct Reports

Responsible for the management of the Systems and membership/marketing functions

### Stakeholders

BNSW members, Bicycle User Groups (BUGs), BNSW Management team and staff, through the CEO the board and relevant board sub committees and other Bicycle NSW related advocates, transport, health, environment, and other relevant government, community and industry organisations; the media; and the general community associated with cycling.

### Suppliers

Professional advisors and other resources (eg marketing/media/IT consultants)

### Support

BNSW Management team and staff, BNSW Board.

On whom does the position rely to help get the job done?

Partners/contacts in Government, Industry and the Community

Activities		
	Management/Delivery of Computer Systems	45%
	Programming	25%
How do I spend my time? - Key activities and time allocation	Design/Delivery of communications	15%
	Stakeholder management/teamwork	5%
	Planning, Budgeting and Financial administration	5%
	Professional/skills development	5%
	Total	100%

### Authority levels

Financial, staffing and procedural accountability

### Financial

Recommends the purchase of goods and services as required for the delivery of agreed plans. Payments greater than \$10,000 require the countersignature of a member of the Board.

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**Staffing** Recommends the appointment and management of professional advisors and other resources (eg IT Consultants) as required.

**Policy and procedure** Responsible for ensuring efficient and effective policies, processes and procedures in relation to Bicycle NSW IT Systems.

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**Accountabilities** *Major responsibilities and how performance will be measured*

**Links to current Business plan** *Responsible for the following major objectives in the current Bicycle NSW plan;*

- Develop and deliver IT systems integration to drive efficiency in accounts and administration processes, and impact in stakeholder communications
- Integration of the IT/systems activities into the wider organisational context, in particular regard to shared service models, existing strategic alliances and the mission

**Key Result Area**

*Key result areas, responsibilities and performance measures for this position*

**IT Systems**

- Develop and deliver computer applications for internal (office) and external (Internet) systems.
- Manage the office server and networked computers to provide an effective and efficient system to facilitate both local and remote computer work.
- Produce complex database queries on a regular and ad hoc basis
- Maintain, update and develop applications for all Bicycle NSW websites and associated systems.
- Manage and prioritise all IT projects with timings and where external resources are required provide costs.

**Measures**

**Approvals**

- Head of Marketing and Membership Systems for approval of framework and plans

**Delivery**

- On time
- On budget
- On specification – meeting stakeholder needs

**Productivity**

- Tasks and activities completed to schedule

**Process improvement/preparedness**

- Effective and timely response to emerging needs and opportunities

**Strategy - Membership and Marketing**

- Responsible for working with Marketing and Membership Systems department, other internal departments and broader stakeholders to develop strategy/deliver services to drive growth to meet performance and budget expectations.

**Measures**

**Volume/Service delivery**

- Growth in membership numbers
- Growth in volumes in Events
- Growth in organizational profile
- Internal and External stakeholder feedback
- Membership research

**Team Work**

- Maximises the potential of people through communication, training and effective relationships with all other BNSW staff and with external personnel as appropriate.
- Particular attention drawn to the need to work closely with the F & A, Events and Advocacy teams regarding the effective use of Information Systems
- Provides information and reports to the Head of Marketing and Membership Systems on both a regular and ad hoc basis.
- Participation in Marketing and Membership Systems/Project team meetings

**Measures**

**Team performance**

- Internal and External stakeholder feedback
- Productivity of teamwork with colleagues.
- Contribution to committee/team/project meetings

**Selection Criteria**

**Essential requirements**

*What is required to be able to do this job well?*

**Experience/  
Knowledge**

Strategic management in a not-for-profit/NGO context - producing results with limited resources and through development and leveraging of strategic partnerships/relationships

Sound understanding of the role of systems administration in delivering greater effectiveness in the task of working towards the achievement of organisational goals.

Highly developed project planning, project management and stakeholder management skills

Experience in programming development, planning, management and execution.

Experience in dealing with a broad range of stakeholder groups, the media, public relations and range of government agencies/levels.

**Skills**

Demonstrated high-level written and verbal communication skills. Confident to present information in a wide range of forums, including presentations, conferences and other public activities and events.

Able to plan, manage and complete multiple tasks in a fast moving environment, while maintaining perspective on longer term objectives. Uses well developed organisational and time management skills to optimise use of resources and meet tight deadlines.

High level of competence with the personal computer as a “tool of trade”.

Ability to manage relationships internally and with a range of diverse external partners, with varying levels of sophistication and management approaches.

Self starter with energy and a passion for making things better

**Education**

Tertiary qualifications in a relevant discipline.

**Further aspects  
requiring comment**

Willing to work outside normal hours to meet priorities, attend social functions, events, related meetings, and other relevant Bicycle NSW/community activities.

Knowledge and experience with health, transport and recreational cycling issues

Able to travel both domestically and internationally

**Desirable requirements**

Knowledge of Australian health and sustainability issues and Bicycle NSW’s capabilities and offerings.

Commitment to cycling, health and environmental sustainability.

Knowledge of EEO and Affirmative action principles within a work environment.

Knowledge of relevant OH&S legislation and requirements.

Applications to: Scott McPherson, Head of Marketing and Membership Systems, Bicycle NSW  
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 Applications close 18<sup>th</sup> May 2007