



RFS

UX DESIGNER

ROLE DESCRIPTION

Cluster	Stronger Communities
Directorate Business Unit	Strategic Capability Application Development
Role Number	52021061
Grade	RFS Level 10/11
Date of Approval	18 March 2026
Role Description Reference No.	RD11107
Website	www.rfs.nsw.gov.au

About Us

The Rural Fire Service (RFS) protects the community and our environment by minimising the impact of fire and other emergencies. Our shared vision is to provide a world standard of excellence in the provision of a volunteer-based community fire and emergency service.

The RFS is established under the Rural Fires Act 1997 and is responsible for preventing and suppressing fires in rural fire districts, as well as being the lead agency for bush firefighting across the State. The agency also operates under the *State Emergency and Rescue Management Act 1989*. For over 100 years the RFS has been a significant part of the history and landscape of NSW and is widely acknowledged as the largest volunteer fire service in the world.

Fighting fires and protecting the community from emergencies is the most visible aspect of the RFS. The Service also has many responsibilities as the lead agency for bush fire management and mitigation in NSW. Working closely with other agencies, the RFS responds to a range of emergencies including structure fires, motor vehicle accidents and storms that occur within rural fire districts.

Leadership Commitment

- Value and recognise the contribution of our people
- Create an environment where people can be at their best
- Work together to deliver the best community outcomes
- Be responsive and hold ourselves and each other to account
- Appreciate our different backgrounds and experiences make us greater

Role Purpose

Design and enhance digital products and services that address user needs while delivering innovative, high-quality solutions. The role ensures that applications are intuitive, accessible, and effective for both operational and community users, supporting the delivery of exceptional emergency services.

Key Accountabilities

1. Lead the development and testing of user experiences by aligning solutions with the product vision and design standards, to deliver intuitive and effective digital products.
2. Conduct user research, usability testing, and stakeholder engagement to gather and analyse insights and refine design decisions, ensuring solutions address real user needs.
3. Ensure supported applications and products meet usability objectives, follow design and accessibility standards, align with brand strategy and identity guidelines, and provide positive user experiences.
4. Collaborate with developers, product owners, and internal and external stakeholders by promoting and influencing decisions to ensure user-centred design is embedded throughout the development lifecycle, to achieve high-quality outcomes.
5. Translate complex workflows into simple, user-friendly experiences by applying user-centred design principles and securing stakeholder buy-in to support diverse user groups, including volunteers, staff, and the public.
6. Capture user-experience designs and considerations, using best practice tooling to create reusable and shareable design formats that support development and knowledge transfer.
7. Use best practice tooling to capture developer and product manager feedback on features and iterate with users, including documentation of key features when drafting training and user guides.
8. Actively monitor emerging technologies, design trends, and industry best practices by engaging with the digital design community and conducting ongoing research, to introduce innovative approaches that enhance user experience and improve product effectiveness.
9. Embed a purpose-driven culture and effective people management practices to drive member engagement and service delivery to the community.
10. Lead a proactive approach to the continuous improvement of work health and safety, ensuring safe systems of work and management commitment to member wellbeing.
11. Lead and cultivate collaborative working relationships to deliver the best organisational and community outcomes.

Essential Requirements

- An Advanced Diploma or Degree in a relevant discipline (e.g. Computer Science, Human-Computer Interaction, Graphic Design, Product Development, Information Systems), or equivalent.
- During periods of major operational activity, the incumbent may be required to support operational management activities consistent with their skills and background.

Key Knowledge and Experience

- Deep understanding of User-Centred Design (UCD) principles, including user research, persona development, journey mapping, and usability testing.
- Proficiency in shadcn/ui and Tailwind CSS, with a proven ability to build clean, modern interfaces using utility-first CSS and headless UI components.
- Extensive experience using Replit (or similar cloud IDEs) to create functional, code-based prototypes for rapid stakeholder validation and "live" walkthroughs.

- Experience leveraging AI-augmented design workflows (e.g., v0.dev, Claude, or Cursor) to accelerate the creation of UI layouts and component variations.
- Proven ability to streamline complex, data-heavy workflows and convert dense operational needs into intuitive, "field-ready" digital interfaces.
- Collaborative mindset with experience working in tight synchronisation with Business Analysts and Developers to ensure design feasibility and alignment with Agile sprint goals.
- Experience with user training and documentation practices to support successful product uptake and member engagement.
- Genuine appreciation and understanding of a volunteer-based community service.

Role Dimensions

Decision Making

- This role operates with autonomy and makes decisions within its scope of authority, following guidance from the manager, and operating within standards, policies, procedures and relevant legislation.
- The role applies judgement in prioritising user research findings, selecting appropriate design approaches, and making day-to-day decisions about usability, accessibility, and user experience to ensure digital products meet user needs and design standards.
- The role seeks advice or defers to the Manager Application Development on decisions that involve significant resourcing, scope changes, prioritisation of competing projects, where stakeholder agreement cannot be reached, or activities that might attract significant criticism or concern.
- The incumbent is expected to comply with the Work Health and Safety Act and associated legislation in the performance of all duties.

Reporting Line

The role reports to the Manager Application Development.

Direct Reports

Nil.

Budget/Expenditure

Nil.

Key Relationships – Internal





Who	Why
Manager Application Development	<ul style="list-style-type: none">– Work in close collaboration to ensure the seamless delivery of services.
Team	<ul style="list-style-type: none">– Provide professional guidance and development to build capability and ensure consistent quality and accessible service provision.
Executive, Managers and Supervisors	<ul style="list-style-type: none">– Maintain an inter-unit ‘teams based’ approach that builds capacity and has a focus on the provision of quality services.
All RFS Members	<ul style="list-style-type: none">– Develop and maintain effective working relationships and open channels of communication across the agency to effectively contribute to better outcomes for our members and the community.

Key Relationships – External


Who	Why
Other Government Departments and Emergency Services Agencies	<ul style="list-style-type: none">– Work collaboratively to develop and communicate relevant research and practice outcomes.
Vendors	<ul style="list-style-type: none">– Work in close collaboration to ensure the seamless delivery of services.

Capabilities for the Role

The [NSW Public Sector Capability Framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. *Focus capabilities* are considered the most important for effective performance of the role.

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity and Inclusion	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

This role also utilises an occupation-specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at <https://sfia-online.org/en/sfia-9/>.

Occupation / profession-specific capabilities		
Capability Set	Category, Sub-category, and Skill	Level and Code
 SFIA Version 9	Development & Implementation - User Experience - User Experience Design	Level 4 (HCEV)
	Development & Implementation - User Experience - User Experience Analysis	Level 4 (UNAN)
	Development and Implementation – User Experience - User Experience Evaluation	Level 4 (USEV)

For further information regarding this role description, please contact the Recruitment Team or email Recruitment@rfs.nsw.gov.au.

