

Position description

Position Details

Position	Manager, Product Design and Development	Group	Regulatory Effectiveness
Team	Product Design and Development	Location	Any WorkSafe Mahi Haumaru location
Reports to	Head of Policy, Policy, Products and Services	Band	PS 19
Direct reports	8 FTE + 2 FT	Date	June 2026

WHO WE ARE

He aha te mea nui o tēnei ao? He tangata, he tangata, he tangata.

What is the most important thing in the world? It is people, it is people, it is people.

WorkSafe New Zealand | Mahi Haumaru Aotearoa was established in 2013 to be the primary regulator for work health and safety. We have a refreshed strategy that defines the wider health and safety at work system (te aronga matua) and reflects the role of WorkSafe Mahi Haumaru within the system (kawa), how we will undertake that role (tikanga), where we will focus our effort (kaupapa), and how we will measure our impact (mātauranga).

As the primary health and safety at work regulator, our role is to influence businesses to carry out their responsibilities and to hold them to account if they don't.

POSITION PURPOSE

The Manager, Product Design and Development leads the design of clear, credible and usable products at WorkSafe Mahi Haumaru that influence duty holder behaviour and support improved work health and safety outcomes. Products include content, guidance and education products.

The role is responsible for ensuring products are designed using user-centred approaches that reflect real-world context, support behaviour change, and function effectively alongside other regulatory levers. It integrates insights from internal technical experts and external stakeholders, working through stakeholder partnering functions to ensure products are accurate, practical, and usable for duty holders.

KEY ACCOUNTABILITIES

Core accountabilities (shared across all Manager roles)

- Lead your team and help everyone do their best work. Make sure the team delivers on what we've planned.
- Build and keep good relationships with the people you work with. Make sure everyone's on the same page and working well together.
- Help your team do good work and look for ways we can do things better. Keep an eye on how we're performing.
- Build your team's skills and support everyone to grow. Make sure we have the right people and abilities for now and the future.

Role-specific accountabilities

- Lead the design of regulatory products that give practical effect to policy positions and intervention intent, ensuring they are clear, credible, and usable for duty holders.
- Apply user-centred design approaches to ensure products reflect real-world context and support behaviour change while maintaining regulatory intent.
- Integrate insights from technical experts and external stakeholders into product design to ensure outputs are accurate, practical, and fit for purpose.
- Maintain the quality and integrity of product design, ensuring outputs remain robust and effective when delivered at pace or under pressure.
- Contribute to the updating of guidance products in collaboration with Product Stewardship.
- Enable effective collaboration across Policy, Product Stewardship, Stakeholder Partnering, and delivery functions to support coherent product design and application.

SKILLS, EXPERIENCE AND QUALIFICATIONS

Core experience

- Demonstrated experience leading or overseeing the design of products that influence behaviour in complex regulatory environments.
- Demonstrated experience applying user-centred design approaches to develop practical and effective products that balance organisational intent and user needs.
- Experience integrating technical, practitioner, and stakeholder expertise into product design while maintaining quality and integrity.
- Proven ability to deliver high-quality products under pressure and at pace while maintaining sound design judgement.
- Demonstrated experience planning and managing complex work programmes or projects, including coordinating multiple workstreams and managing dependencies.

Desirable experience

- Experience using modern or emerging technologies such as artificial intelligence in product or service design.
- Experience working within a health and safety, compliance, or regulatory environment.

- Knowledge of how regulatory products interact with policy, intervention design, and system stewardship functions.
- Experience designing or delivering guidance, education, or service-based products for diverse user groups.

KEY CAPABILITIES FOR THIS ROLE

The following five capabilities are most central to success in this role. The description explains what each one looks like in practice here.

Provides clarity and direction | Expected level: Excelling

At excelling level, you set clear direction for product design work aligned to organisational priorities. You establish expectations, frameworks, and standards that guide the development of credible and usable products. You ensure others understand what good looks like and how work fits together. You provide clarity in complex environments and maintain alignment across the function.

Collaborate and influence | Expected level: Excelling

At excelling level, you build strong relationships across the organisation and with stakeholders to inform product design. You bring together technical expertise and user perspectives to shape practical and effective products. You influence outcomes through clear, well-reasoned positions and ensure alignment across functions. You support shared understanding of design choices.

Critical thinking and decision making | Expected level: Excelling

At excelling level, you apply strong judgement to shape product design approaches. You assess evidence, user needs, and context to develop solutions that are coherent and fit for purpose. You test assumptions and consider trade-offs to ensure products are practical and effective. You make decisions that support quality and usability.

Drive improvement | Expected level: Excelling

At excelling level, you identify opportunities to improve product design practice and outputs. You lead improvements that strengthen usability, quality, and consistency. You support others to adopt better ways of working and ensure improvements are embedded over time. You focus on continuous improvement across product design.

Coach and develop people | Expected level: Excelling

At excelling level, you lead and develop a high-performing team to deliver quality product design outcomes. You build capability through coaching, feedback, and creating development opportunities. You guide consistent practice and support others to apply user-centred approaches. You build capability for current and future needs.

Full capability profile

The table below shows the expected proficiency level for this role across all 20 WorkSafe capabilities, based on the Manager job family profile.

Proficiency level key

FOUNDATIONAL	DELIVERING	EXCELLING	MASTERING
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Domain	Capability	Expected level
Personal attributes	Resilience and adaptability	Excelling
	Act with integrity	Delivering
	Value diversity, equity and inclusion	Excelling
	Self-awareness and growth	Excelling
Relationships	Effective communication	Excelling
	Collaborate and influence	Excelling
	Service excellence	Excelling
	Te Tiriti and Cultural competency	Excelling
Results	Deliver results	Excelling
	Critical thinking and decision making	Excelling
	Digital literacy and information management	Excelling
	Initiative and ownership	Excelling
Business enablers	Finance and procurement management	Delivering
	Data, insights and analytics	Delivering
	Risk assessment and management	Excelling
	Drive improvement	Excelling
Leadership	Provides clarity and direction	Excelling
	Knowledge of interconnected systems	Excelling
	Coach and develop people	Excelling
	Lead change and transformation	Excelling

Additional information

WorkSafe Mahi Haumaru may update this position description from time to time to reflect how the role evolves.