Data Manager

Data Managers support organisations with the sourcing, acquisition, management, integration and sharing of data to provide business insights and drive data-based decision making.

Data Managers carry out a combination of different functions that collectively aim to make sure that the data in corporate systems is accurate, available and accessible. They work to increase the visibility and interrogability of an organisation's data assets, optimise the use of data within the bounds of policy and regulation, ensure reliable data is accessible and aligns with established guidelines and can be used in scalable and repeatable processes.

Data Managers create, curate, access and update data from multiple sources, ensuring it is stored in an appropriate manner. They ensure data can be used by other data professionals in a way that balances business need with security, data ethics and privacy standards, including appropriated archiving and destroying data as required.

They support the delivery and implementation of enterprise data management activities, oversee the data quality control process, and record management including archiving and curation. The role informs data policy development, which supports governance.

At a glance

- Data sharing, ethics, security, and privacy
- Quality, governance, and risk management
- Data systems / networks
- Data Storage
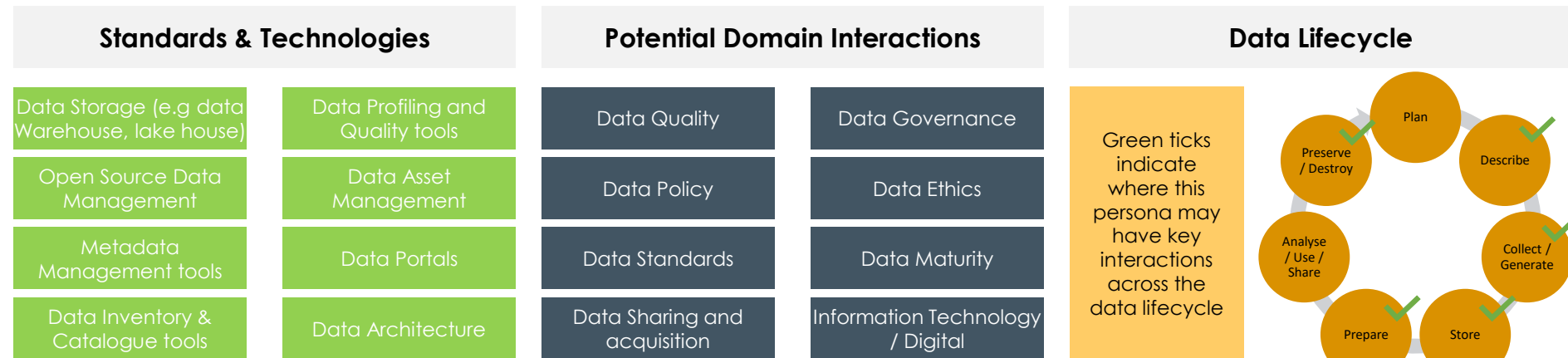- Data Policy, Guidelines, Standards & Regulations
- Data Collection
- Data Management Body of Knowledge

Standards & Technologies

Data Storage (e.g data Warehouse, lake house)	Data Profiling and Quality tools
Open Source Data Management	Data Asset Management
Metadata Management tools	Data Portals
Data Inventory & Catalogue tools	Data Architecture

Potential Domain Interactions

Data Quality	Data Governance
Data Policy	Data Ethics
Data Standards	Data Maturity
Data Sharing and acquisition	Information Technology / Digital

Data Lifecycle

Green ticks indicate where this persona may have key interactions across the data lifecycle

Plan · Describe · Collect / Generate · Store · Prepare · Analyse / Use / Share · Preserve / Destroy

Data Manager

Level 1	Foundation	Level 2	Intermediate	Level 3	Advanced

Level 1 | Foundation	**Level 2 | Intermediate**	**Level 3 | Advanced**
Aware of the purpose of data assets and context of related business functions.	Understand the purpose of data assets and context of related business functions.	Understand and apply the purpose of data assets and context of related business functions to manage data assets.
Manage and govern data assets.	Manage and govern large, sensitive and high value data assets.	Manage and govern multiple large, sensitive and high value data assets.
Assist with the acquisition, storing, organising, destroying and archiving of all data.	Manage the acquisition, storing, organising, destroying and archiving of all data.	Lead the acquisition, storing, organising, sharing, use, destroying and archiving of all data.
Utilise existing processes to support data quality and assist with resolving data issues.	Maintain and improve processes to support data quality and resolve data issues.	Optimise processes, encourage consistency across business areas, champion data quality and resolve complex data issues.
Establish networks to drive domain improvements in data management and support data across the data lifecycle.	Drive informed organisational/domain improvements in data management and support data across the data lifecycle.	Establish broad networks to drive informed, comprehensive and effective organisational/domain improvements in data management and support data across the data lifecycle.
Understand and comply with legal, ethical and governance regulations, policies and guidelines that are integral to good data management practices to minimise risk and protect data assets.	Understand, champion and comply with legal, ethical and governance regulations, policies and guidelines that are integral to good data management practices to minimise risk and protect data assets.	Influence, shape and comply with legal, ethical and governance regulations, policies and guidelines that are integral to good data management practices to minimise risk and protect data assets.
Collaborate with other data professionals to support process improvements.	Collaborate with other data professionals and business stakeholders to identify process improvements, recommend system modifications, and apply data governance and data quality frameworks.	Collaborate with other data professionals, business stakeholders, and IT specialists to drive system and process changes that enable the organisation to realise strategic goals or deliver significant operational outcomes.
Understand business process analysis and mapping and employ techniques to identify inefficiencies and improve processes.	Lead a team to analyse and map business processes, identifying inefficiencies and solutions that enable transition to improved end-to-end business processes.	Lead enterprise wide analysis and review of technology, systems and processes to achieve strategic priorities.

Level 1 — APS DCF

APS DCF		SFIA	
① GOV	① OUT	③ DTAN	③ DBDS
① ACC	① MTH	③ QUMG	④ DATM
① SRC	① MGT	④ IRMG	③ STMG
① COL	① CLS		
① USE	① VAL		

Level 2

APS DCF			SFIA		
② GOV	② MTH	② EDT	④ DTAN	④ STMG	⑥ GOVN
② ACC	② MGT	① USE	④ QUMG	④ DBDS	⑤ BPRE
② SRC	② QUL	① VAL	⑤ IRMG	⑤ DATM	
② COL	② CLS	① RSC			
② OUT	② INT	① MET			

Level 3

APS DCF			SFIA		
③ GOV	③ MTH	③ CLS	⑤ DTAN	⑤ STMG	⑦ GOVN
③ ACC	③ MGT	② USE	⑤ QUMG	⑤ DBDS	⑥ BPRE
③ SRC	③ QUL	② VAL	⑥ IRMG	⑥ DATM	
③ COL	③ INT	② RSC			
③ OUT	③ EDT	② MET			

Select the boxes for more information.

APS DCF = Australian Public Service Data Capability Framework   SFIA = Skills Framework for the Information Age