

# Job description and person specification

## Job description

**Job title**

Service Designer

**Department**

Corporate

**Grade**

I

**Salary**

£43,312 - £46,318

**Line manager**

Change and Digital Manager

**Job summary**

As a service designer, you will lead a series of customer-facing reviews across key council services. You will help design end-to-end user journeys across our digital channels to improve the outcomes for residents in Hart. You will contribute to the successful delivery of a key workstream within our Digital Strategy and help embed a design thinking approach across our work.

**Main responsibilities and activities**

1. You will plan, develop and coordinate the end-to-end review project
2. As part of these reviews, you will identify how the Council can reduce the cost of delivery and improve outcomes through re-design of user experience, business processes, and better collaboration across our digital environment
3. You will lead on the three phases of our service review cycle.
  - a. The preparation stage to gain a holistic understanding of the service. You will use design research techniques to uncover customer needs and pain points. This will include research and performance analysis across the customer touch points for the service. You will also develop a library of best practices from across the sector for each service under review and translate your research into actionable insights
  - b. The engagement stage where you will lead workshops and interviews with stakeholders including residents and officers to test any assumptions from the preparation stage and develop the current customer journey for key transactions

- c. The assessment stage where you will consider the opportunities available to the service, identify quick wins and design prototypes that can be iterated with user feedback. You will develop the recommendations for presentation to the key stakeholders including Portfolio Holder, Executive Director and senior officers
4. You will help support service areas within the council to develop and encourage the conditions and practices needed to design user-centred services
5. You will provide design and insight expertise to officers across the Council. This includes providing reports, advice and guidance to the Chief Executive, Executive Directors and Operational Management Group
6. The role contributes to supporting officers understand people and systems, respond to evolving needs, spot opportunities to do things differently, test ideas, co-design new services, and develop an evidence base to inform decisions
7. Ensure that all website and customer portal designs meet our standards and guidelines, implementing quality control systems and processes where required
8. Help promote web accessibility throughout Hart and ensure that all future service designs that are produced, comply with Web Accessibility Guidelines (WCAG 2.2, Level AA)
9. Be aware of innovation and developments across the sector and provide informed and high-quality understanding of opportunities and tools to achieve desired project deliverables
10. Provide a high-quality service for our residents, staff, managers, and external partners.

#### **Standard clauses**

- To work in an internal and external customer related way in accordance with our core values, and in accordance with adopted procedures and good practice.
- To comply with our Equal Opportunities policy, Code of Conduct and other relevant policy, procedures, and legislation
- You may be required to work some evenings and weekends to meet service requirements and to ensure appropriate representation of the Council with residents and elected Members, and external bodies
- To comply with our Data Protection Policies and the Data Protection Act and other relevant legislation
- You will take a vigilant approach at all times to safeguard members of the public, colleagues, and themselves and that they follow adopted procedures and good practice to aid in the identification and effective reporting of any safeguarding concerns
- In the event of a Civil Emergency to take on any new roles and responsibilities allocated by Senior Leadership Team, and be available to undertake any training that maybe required to fulfil this role.

Hart District Council's Health and Safety policy and other safety procedures and guidelines are deemed part of this job description. Employees must look after their own health, safety and welfare and be mindful of other persons who may be affected by their acts. Employees must cooperate and comply with management instructions regarding Health and Safety issues and report all accidents, incidents and problems as soon as practicable to their supervisor, manager or other senior members of staff available.

**This is not a complete list of all the responsibilities and activities of the job. Some responsibilities and activities may change to meet service needs. These changes will be discussed with the post holder and will not significantly affect the nature or level of responsibility or job grade.**

## Person specification

The table sets out the essential and desirable attributes we are seeking for this role.

Attributes	Essential	Desirable	Evidence
Education and qualifications	Education to degree level or equivalent work experience	Holds a professional qualification in service design or design research  Lean Six Sigma qualification	Application form and interview
Experience and knowledge	<p>Experience of working in the public sector</p> <p>Experience of improving customer experience and achieve organisational outcomes</p> <p>Experience of leading service user, resident and stakeholder research and generating key insights</p> <p>Experience of consulting service users and stakeholders. This should include facilitating workshops and co-design sessions in person and online</p> <p>Demonstrate an understanding of current challenges and opportunities in local government and of how service design can support in these areas.</p>	<p>Experience of mapping complex systems across different shared service organisations</p> <p>Knowledge and understanding of the Government Digital Service design system and standards</p> <p>Good working knowledge of current digital platforms including Drupal and IDOX Uniform</p> <p>Knowledge of agile methodologies and the ways to apply the principles in practice</p> <p>Experience of mapping customer journeys, devising service blueprints, developing prototypes (covering non-digital or digital) and other service design project outputs</p> <p>Experience of leading pilots that test new or revised services within a real-world context</p>	Application form and interview

		<p>Experience in quantitative research methodologies and drawing insights from data</p> <p>Relevant experience in service design and mapping systems to better understand them</p> <p>Experience of producing and supporting a variety of service design projects</p>	
Skills and abilities	<p>Strong communication skills, and ability to create professional consistent, visual and written communications in a concise, accessible and impactful way</p> <p>Computer literate and proficient in Microsoft Office software</p> <p>Ability to take ownership of tasks, challenges, and problems to achieve an appropriate outcome</p>	<p>Applies digital ways of thinking to non-digital problem</p> <p>Can think creatively to transform qualitative and quantitative research data into actionable insights to enable evidence-based decision-making</p>	Application form and interview
Personal qualities	<p>Ability to work alone and use own initiative to progress tasks</p> <p>Commitment to delivering the best possible services for residents, and internal and external customers</p> <p>Keen attention to detail</p> <p>Works collaboratively with officers and partners</p>	Presentation skills for a variety of audiences	Application form and interview
Other working requirements	Ability to attend meetings out of usual working hours		Interview