Job Title:	Service Designer
Function:	Corporate Development
Job Field:	Delivery and Service Design

Job Purpose

The Service Designer is a lead role within a multi-disciplinary team, bringing expert knowledge and practice of solving complex service design challenges across the organisation and wider system, and contributing to design concepts for public services that are simple enough for everyone to use.

This role is responsible for working across a wide range of policy and service areas, engaging internal and external stakeholders, at leadership and operational levels, to deliver new ways of working that reduce costs, ensuring better services for users. With responsibility for leading, as part of a wider team, through the entire design process from user research to creating and testing new solutions and influencing the strategic direction and delivery of services at scale.

The role will work across the organisation to champion user-centred design, providing challenge to senior stakeholders around current mindsets and help the organisation to remain focused on the needs of the user.

Service/Functional Accountabilities

1. Responsible for leading on user-centred design within the organisation and proactively contributes to the team's working practices and behaviours.

2. Responsible for working with executive, senior and operational stakeholders to understand their needs, help define problems and influence a human-centred design approach to working strategically on end to end services.

3. Responsible for scoping, planning and running collaborative design projects including sprints, that help the organisation answer critical business questions and reimagine services.

4. Responsible for leading colleagues from across the organisation through a design process to reimagine services, including designing process improvements and defining new business processes.

5. Accountable for translating user research into actionable insights and mapping

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user journeys to make decisions about user needs and lead to valuable product and service features.

6. Accountable for using quantitative and qualitative data to produce designs that meet user needs and provide a persuasive case to influence senior decision makers.

7. Accountable for developing ideas and design concepts using sketching, prototyping and iterative design.

8. Responsible for effectively communicating ideas, explaining design decisions and building consensus with stakeholders including senior decision makers.

9. Responsible for identifying service patterns and contributes to design patterns and standards.

10. Responsible for keeping up to date with new ways of working and applying best practice approaches in service design and skills transfer across the wider team and profession.

Skills, Knowledge and Experience

1. A degree level qualification in design or equivalent by experience.
2. Evidence of continuing professional development and expert knowledge in relevant professional area.
3. Experience of working at pace using agile methods in technical and complex environments.
4. Experience of recognising unnecessary complexity in services, designing improvements and defining new business processes.
5. Experience of translating user research findings into user insights that can inform design concepts and decision making.
6. Experience of developing ideas using sketching, prototyping, iterative design and using testing tools to make sure prototypes and services meet user needs.
7. Understands the way the internet works and has experience of creating digital services that work across multiple channels, devices, browsers and platforms.
8. An understanding of how to apply Government Service Standards and the ability to work with standards including Accessibility regulations.

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