

# Job Description

<b>Title</b>	Service Designer
<b>Reports to</b>	Service Design and User Experience Manager
<b>Service</b>	Digital Services (DTI)

<b>Type</b>	Full time
<b>Duration</b>	Fixed term (12 months)
<b>Location</b>	Flexible

## 1. Overall Job Purpose

To be part of a permanent in-house service design capability, providing organisational learning, transformation, resilience and value for money. To deliver through the successful implementation of defined corporate projects, for the council and its partners.

The Service Designer will assist and support Senior Service Designers and Product Owners in discovery to determine business and user requirements, through the use of investigative research, analysis and documentation of current business functions. Using service design methodologies, they will define how to improve business functions and produce accurate, viable and complete “to-be” specifications for new services. This will be done in collaboration with other stakeholders, ensuring that users are involved in the design and development of business solutions.

Liaise with Senior Managers, Programme and Project Managers, Digital and other specialists, project stakeholders and other transformation staff.

## 2. Main Accountabilities

<b>1</b>	Undertake feasibility studies which investigate the impact of current business problems (e.g. high spend, bottle necks, paper based inefficiencies), collect service data, KPIs, identify options and, in collaboration with appropriate specialists, consider the viability and associated risks of the possible solutions from legal, organisational, technical, and economic perspectives.
<b>2</b>	Understand and evaluate all aspects of the Product Owner and stakeholder requirements by assessing, documenting and defining the impact of change, then proactively identify appropriate solutions that deliver benefits. Support Product Owners in the definition, planning and justification (in business terms) of projects to develop/implement these solutions.
<b>3</b>	Lead users, specialists and stakeholders within impacted service areas to share their needs and the outcomes they expect from processes and information flows. This will involve organising, preparing and facilitating in-person/remote workshops, walkthroughs and presentations for a wide variety of audiences. Capture and prioritise detailed user needs, functional and non-functional requirements for the service.
<b>4</b>	Analyse and document the existing user experience and business processes detailing the use of staffing, touchpoints and equipment resources at a detailed level, in order to identify good working practices, to challenge inefficient processes and control weaknesses. Identify opportunities for improvement and threats to the successful implementation of a new service. Produce specifications ensuring the Council’s service design principles are adhered to and maintained and ensure that options analyses recommend a preferred solution, in line with the standard process for project approval.

5	Analyse and document benefits expected from, and risks associated with, a proposed solution, and collaborate with appropriate stakeholders to ensure the proposed solution meets their needs and remains cost effective. Specify requirements for the acquisition of new digital systems, participate in the selection of the solution and establish cross Council relationships with impacted services to accept and embed the new ways of working.
6	Follow pre-defined agile and service design methodologies, standards, tools and appropriate phases of the project life cycle, resulting in the successful project delivery.
7	Investigate and model business functions across all dimensions; including the front of house user experience, back-stage information flows and application systems. Create as-is and to-be process maps to specify business functions, processes, transactions and interfaces, job roles, data flows and information security requirements.
8	Continually test and obtain feedback from stakeholders and manage the integration of unit and system testing within digital teams to ensure systems are fit for purpose. Oversee and support service users during user acceptance testing and co-ordinate business sign off and acceptance of new systems and services.
9	Identify and escalate as appropriate, relevant risks, issues, assumptions, dependencies and requirements to ensure the project progresses and quality products are delivered in a timely manner and within budget. Adopt the agile approach to risk and issue management.

### 3. Management Responsibility

None

### 4. Person Specification

#### Qualifications

Subject	Qualifications Required	Essential/ Desirable
<i>Degree-level education</i>	Degree or equivalent NVQ qualification or proven relevant experience of supporting service design	Essential
<i>Service Design / User experience</i>	Evidence of professional study in one or more of the following disciplines; service design, UX, IT, procurement, business analysis	Essential
<i>Business analysis</i>	Business analysis/business process management training or similar.	Desirable

#### Minimum levels of knowledge, skills and experience required for this job

Knowledge/Experience		
<b>Knowledge</b>		
<i>Service Design / User experience</i>	All round knowledge of capabilities of digital solutions to meet business and user needs	Essential
<i>Design tools</i>	Tools and techniques to facilitate the creation of user experience/as-is/to-be process maps, low fidelity prototypes and engaging workshops e.g. Miro, Powerpoint, Marvel, Balsamiq	Essential
<b>Skills</b>		

<i>Project management</i>	Project management skills.	Essential
<i>Design tools</i>	Experience of supporting service design through the application of a range of design tools and techniques.	Essential
<i>Capturing needs</i>	Good skills in, and experience of, the capture, analysis and documentation of requirements and user needs.	Essential
<i>Process mapping</i>	Experience of user experience and business process analysis including use of mapping and task analysis techniques and tools	Essential
<i>Getting feedback</i>	Experience of creating new service blueprints and/or prototypes and ensuring they are tested thoroughly by users	Essential
<i>Communication skills</i>	Excellent written and verbal communication skills including the ability to communicate complex issues to all audiences.	Essential
<i>Options and risk analysis</i>	Experience of supporting the development of business cases and options analyses and able to carry out cost benefit analysis and risk analysis.	Essential
<i>Stakeholder engagement</i>	Ability to carry out stakeholder analysis and facilitate group activities such as workshops.	Essential
<i>Challenge the norm</i>	Ability to influence and challenge others, where appropriate, in order to facilitate business change, and to impact on organisational culture.	Essential

## 5. Disclosure level

<b>None</b>	Standard	Enhanced	Enhanced with barred list checks
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## 6. Work type

Fixed	<b>Flexible</b>	Field	Home
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