

Job Description and Person Specification for role of User Experience and Service Design Lead

Job Description

Job title: User Experience and Service Design Lead

Grade: 7

Reports to: Head of Digital

Directorate and service area: Chief Executive's – Technology and Digital

Purpose of the job

The User Experience and Service Design Lead will play a key role in shaping high-quality, user-centred digital services that are intuitive, accessible, evidence-led and aligned with customer and organisational needs. The role will combine user experience design, service design and business analysis skills to support the transformation and continuous improvement of council services.

The post holder will work across council services, engaging with staff, partners and residents to understand needs, map processes, identify pain points, design improved user journeys and contribute to practical recommendations for service improvement. They will use data, insight, research and collaborative design methods to ensure digital services are useful, usable, accessible, efficient and compliant with relevant standards.

The role will champion user-centred design, accessibility, agile delivery and evidence-based decision making, helping the council to deliver modern digital experiences that support residents, businesses, colleagues and wider organisational priorities.

Principal responsibilities

- **User Experience and Insight:** Plans and conducts user research, usability testing, discovery activity and insight analysis to understand user needs, behaviours, barriers and opportunities for improvement.
- **Analytics and Evidence-Based Improvement:** Analyses quantitative and qualitative data, including website analytics, search data, SEO insight, user feedback and service performance information, to identify opportunities and inform design decisions.
- **Service Design and Process Mapping:** Maps existing services, processes, user journeys and service architectures, identifying pain points, duplication, failure demand and opportunities for redesign.

- **Design Concepts and Prototyping:** Develops wireframes, prototypes, design concepts and service blueprints using appropriate tools and methods, helping services to test and refine ideas before delivery.
- **Stakeholder Engagement:** Facilitates workshops and collaborative design sessions with service teams, digital colleagues, partners and users to shape practical, accessible and deliverable service improvements.
- **Business Analysis:** Gathers and translates business and user requirements into clear findings, options, recommendations, design outputs and delivery requirements for multidisciplinary teams.
- **Accessibility, Standards and Compliance:** Ensures services and digital experiences are designed in line with best practice and relevant legislation including accessibility standards, data protection, and cyber security considerations.
- **Agile and Multidisciplinary Delivery:** Works effectively within agile teams, contributing to discovery, backlog development, sprint planning, delivery reviews and continuous improvement of team ways of working.
- **Communication and Presentation:** Communicates complex research findings, service issues and design options clearly to technical and non-technical audiences through reports, presentations, workshops and visual artefacts – championing user-centred design.
- **Persuasion and Influence:** Provides guidance, support and constructive challenge to colleagues and services so that digital improvements are based on evidence and designed around real user needs.
- **Professional Practice and Best Practice:** Maintains awareness of developments in user experience, service design, digital transformation, emerging technologies and public sector digital practice, promoting best practice across the organisation.
- **Advice and Guidance:** Provide mentoring and support to colleagues across the Technology and Digital service in this area and as such raise awareness of user-centred design and help grow capability across the wider team.

General responsibilities applicable to all jobs

- Demonstrate commitment towards the delivery of the Council's vision, key commitments, values, and behaviours.
- Ensure corporate processes are followed and implemented for all areas of the postholder's work and responsibility.
- Carry out any other duties which fall within the broad spirit, scope, and purpose of this job description and which are commensurate with the grade of the post.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to

reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Working hours

The post holder may be required to work occasional evenings and during weekends depending upon the nature of the task. They may also be required to work additional hours during peak periods and may be required to support urgent or emergency communications and website activity where required.

Person Specification

User Experience and Service Design Lead

Attributes	Essential criteria	Desirable criteria
Education and qualifications	Degree level education and/or equivalent experience in a relevant user experience, service design, website or digital role.	- Relevant professional qualification or training in user experience, service design, user research, accessibility, analytics, - Lean Six Sigma Yellow Belt or above. - Agile delivery, business analysis or digital service design.
Experience	- Experience of applying user-centred design and service design methods to improve digital services, customer journeys or operational processes. - Experience of conducting user research, usability testing, discovery activities, interviews, surveys and stakeholder workshops. - Experience of using data, analytics, search insight, customer feedback, accessibility findings and service performance information to make recommendations and deliver improvements.	- Experience of working in a local government or public sector digital environment. - Experience of supporting channel shift, service transformation or organisational change programmes. - Experience of line management, mentoring or coaching colleagues within a digital, design or transformation team.

	• Experience of mapping user journeys, service journeys, business processes or service architectures to identify problems and opportunities for improvement. • Experience of producing wireframes, prototypes, service blueprints, journey maps or other visual design outputs to support decision making and delivery. • Experience of working with stakeholders to understand requirements, challenge assumptions and deliver user-focused digital outcomes. • Experience of managing competing priorities and delivering work through structured planning and agile ways of working. • Experience of applying accessibility, usability and inclusive design principles to digital services and customer journeys.	
Knowledge	• Strong understanding of user-centred design, user experience, service design, user research, accessibility and inclusive digital services. • Knowledge of Public Sector Bodies Accessibility Regulations and WCAG 2.2 AA. • Understanding of website analytics, search behaviour, customer insight, content performance and user experience testing.	• Knowledge of behavioural insight, customer psychology or behaviour change approaches. • Awareness of emerging technologies, automation, artificial intelligence and wider digital trends that may influence service design. • Understanding of SEO • Knowledge of agile delivery, multidisciplinary working and best practice approaches to

		digital service improvement.
Skills and abilities	• Ability to understand complex user and service problems and translate them into clear findings, design options and practical recommendations. • Ability to analyse qualitative and quantitative data to identify problems, opportunities and measurable improvements. • Ability to facilitate workshops and collaborative design sessions with colleagues, partners and users. • Ability to create clear journey maps, service maps, prototypes, wireframes, personas, service blueprints and other design artefacts. • Ability to communicate complex research findings, service issues and design options clearly to technical and non-technical audiences. • Ability to build effective working relationships with colleagues, services, suppliers and stakeholders at different levels. • Ability to challenge constructively, influence decisions and explain user-centred design and digital best practice to non-specialist audiences. • Ability to prioritise work, manage deadlines and contribute effectively to agile planning and delivery. • Ability to test, review and quality assure digital	• Ability to contribute to business cases, options appraisals, procurement requirements or strategic recommendations.

	journeys, forms, content and service improvements. • Ability to use specialist design, analytics or prototyping tools such as Figma, Adobe XD, Google Analytics, Search Console or equivalent.	
Equal opportunities	• Ability to demonstrate awareness and understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.	
Additional factors	• Ability to work outside normal office hours when needed to support digital activity, emergency situations or priority projects with tight deadlines. • Ability to travel to different locations as required.	