

# Job Description

<b>Title</b>	Senior 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>	Permanent
<b>Location</b>	Flexible

## 1. Overall Job Purpose

The Senior Service Designer will lead service designers in digital transformation. Coach designers to determine requirements through methodical investigation, analysis, and mapping of current business functions, and support product owners and project managers by defining “to-be” specifications for new services.

Support the development of the service design and user experience function within West Northants, including assisting to define the standards, practices, and tools as well as ensuring the professional development of service designers, and mentoring other members of the project team.

Perform the role of Senior Service Designer for complex work and advise on, review and quality assure the work of other members of the team.

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

## 2. Main Accountabilities

<b>1</b>	Lead, motivate and develop service designers so that the appropriate skills and expertise are deployed to support the definition of user needs, business needs and agreed priorities of the Council.
<b>2</b>	Plan, lead, co-ordinate and oversee the daily design related activity of the agile project team. Ensuring that meeting user and business needs remain at the forefront of a project's objectives. Working closely with a Product Owner to monitor performance, address issues early and mitigate risk.
<b>3</b>	Maintain a high level of knowledge on human-centred design and UX / UI methodologies to support and develop team members. Stay up to date with external developments in service design, so that the discipline within West Northants continues to improve.
<b>4</b>	Provide service design work within complex high-profile transformation programmes and projects and across multiple domains. This will include: vision building and problem analysis, creating design briefs, user experience mapping, understanding user needs, collecting data and KPIs, business process mapping (as-is and to-be), idea generation, prototype building and testing, options analysis and feasibility studies. Providing high quality outputs and outcomes that improve efficiency, effectiveness, and value for money.
<b>5</b>	Act as both an agent of change and subject matter expert, providing advice and specialist guidance for other Service Designers, Product Owners, Business Analysts, Project Managers and customers. Provide mentoring, coaching and one to one training for people within digital and beyond, in line with recognised development needs and plans.
<b>6</b>	Review the outputs and insights from discovery to ensure they are fit for purpose and meet appropriate professional standards. Provide feedback to individuals and identify patterns

	that indicate more systemic training or development needs, to improve the overall standard of service design within the organisation.
<b>7</b>	Undertake induction of new service designers, undertake periodic training and development needs analysis and agree appropriate professional training and development plans.
<b>8</b>	Develop, propose and maintain professional standards, good practice guidance, processes and procedures, tools and techniques in regard to service design work, to ensure appropriate, consistent, transparent and high quality products are developed and delivered.
<b>9</b>	Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.

### 3. Management Responsibility

- Line manages / mentors 2-7 members of the digital team
- Provides coaching and support to the wider project team

### 4. Person Specification

#### Qualifications

<b>Subject</b>	<b>Qualifications Required</b>	<b>Essential/ Desirable</b>
<i>Degree-level education</i>	Degree or equivalent relevant experience	Essential
<i>Service Design / User Experience</i>	Appropriate qualifications in a relevant service design, user experience, business analysis or systems change subject area	Essential
<i>Project Management</i>	Project management (e.g. Prince2 or Agile)	Desirable

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

<b>Knowledge/Experience</b>		
<b>Knowledge</b>		
<i>Local Government</i>	Knowledge of local authority organisations	Desirable
<i>Service Design / User Experience</i>	Knowledge of service design and design methodologies	Essential
<b>Skills</b>		
<i>Leadership</i>	Ability to lead, motivate and develop a project team	Essential
<i>Prioritisation</i>	Ability to prioritise multiple requests and staff to meet work requests and project deadlines	Essential
<i>Service Design / User Experience</i>	Strong service design skills	Essential
<i>Project management</i>	Strong project management skills	Essential

<i>Stakeholder management</i>	Excellent interpersonal skills	Essential
<i>Communication skills</i>	Excellent verbal and written communication skills	Essential
<i>Agility</i>	Ability to be flexible and prepared to exercise initiative in the execution of their duties	Essential
<i>Independent working</i>	Ability to work independently with a high level of organisational skills	Essential
<b>Experience</b>		
<i>Leadership</i>	Experience of leading a team	Desirable
<i>Project management</i>	Experience of workload and resource management of multiple request and projects	Essential
<i>Stakeholder management</i>	Experience of building strong relationships across complex organisations, stakeholder groups and partner organisations	Essential
<i>Independent working</i>	Experience of working independently with minimal supervision	Essential
<i>Design methodologies</i>	Experience of service design and a variety of design methodologies, tools and techniques	Essential
<i>Training and mentoring</i>	Experience of training, coaching or mentoring staff	Desirable
<i>Equal opportunities</i>	Ability to demonstrate awareness / understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	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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