LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation:	Service Designer	**Grade:**	PO5
Reports to (Designation):	Data Science, Insight & Performance Lead	**Grade:**	SMG1
Directorate:	Chief Executive's	**Section:**	Strategy, Transformation, Equalities and Performance

Main Purpose of the job:

The Service Designer is responsible for creating new and improved experiences for our residents, from initial concept, discovery and design research, through to prototyping and usability testing when needed, to delivering evidence-led, user-centred service improvements.

Specify and design end-to-end services for our most complex and interdependent services, across all channels. Help to define user needs, business objectives, scope, and constraints; support the evaluation and prioritisation of service design and user needs, and identification and mitigation of design challenges.

As Service Designer, you will:

Service Design

- Implement strategic thinking and planning to develop and execute long-term strategies and plans that are focused on enhancing the delivery of services, improving customer experiences, and aligning with organisational goals.
- Work with service areas to map their business flows, inspiring their ambition and helping them to streamline process as well as understand their interconnection with the rest of the council.
- Work with senior leaders across the council to determine service opportunities, and specify effective business solutions, including improvements in information systems, data management, practices, organisation and equipment.
- Build service patterns across the organisation which encompass not just digital service delivery but all channels and methods of access; patterns must balance user need, business need and technology constraint as well as balancing pragmatic design with ideals.
- Knowledge of behavioural science/nudge theory principles.

User Research

- Be responsible for independently conducting user research and testing sessions for a variety of digital services and products.
- Highly experienced in user engagement and communication, and able to sensitively adapt research sessions to be inclusive for a variety of people, including those with disabilities and accessibility needs.
- Extremely organised and detailed, with the ability to coordinate research for 2-3 service improvements, partnering with the Project Managers and Subject Matter Experts.

Research techniques

- Highly experienced in a variety of research techniques, such as service or design research and usability testing.
- Leads independent usability testing using both in person and using remote tools for a variety of products – both for residents and staff. Ability to define a baseline quantity and quality of research.
- Leads independent ethnographic user research sessions, using a variety of techniques to plan and guide residents, and staff to understand why they take certain decisions when using our digital products.
- Experienced at creating user journey maps and personas to demonstrate the end-to-end user journey of a resident or member of staff.

Analysis of results

- Highly experienced at synthesising a large amount of both qualitative and quantitative data – such as analytics data and interview scripts.
- Skilled at creating insight reports for a wide variety of audiences – up to Director level – which indicates how we can better meet the user need.
- Experienced at using a variety of online tools to synthesise user research sessions to deliver insight at pace, whilst also able to use manual user research script coding techniques if the situation requires it.
- Skilled at working with Product / Project Managers, Software Developers and Data Scientists to create realistic recommendations that work within the capabilities of the front-end and back-end technology stack.

Wireframing

- Highly experienced at working with a variety of wireframing tools, such as Adobe XD, Figma and Sketch.
- Ability to independently design 2-3 design product improvements in parallel, carefully balancing the need for high low and high fidelity designs.
- Provide guidance to the Software Developers, Product Developers, Project Managers on how to build the front-end components, ensuring the style guide is closely followed for a joined up user experience.
- Work with the Product / Project Managers to ensure the design is prioritised in the product / Project backlog and delivered to a high quality for the user.
- Highly confident in presenting design ideas to variety of audiences and able to justify how specific research sessions have led to the requested design improvements.

Prototyping

- Experienced at creating interactive prototypes in a variety of tools such as Adobe XD, Figma and Sketch.
- Ability to demonstrate specific complex service user journeys in a simple way, which helps to clarify the user need and define the end-to-end technology journey to be developed.

Additionally

- Comply with our legal responsibilities under the General Data Protection Regulation (GDPR), Freedom of Information Act, Environmental Information Regulations and the Privacy and Electronic Regulations and Information Security Standards.
- Carry out the Council's environmental policy within the day-to-day activities of the post.

- Deputise for the Data Science, Insight & Performance Lead on the service design related projects and as required, and undertake any other duties commensurate with the general level of responsibility of this post.
- You'll have experience of visual design, rapid prototyping, agile delivery, facilitating co-design activities, coaching and mentoring.

Internal Contacts: These include colleagues across the organisation, service managers, IT & Digital services, communications team, customer services team, Directors, Executive Directors, Members.

External Contacts: This will include residents, public sector partners and colleagues in similar roles across local government for knowledge sharing.

As a Lewisham Officer you will:

- Be responsible for professional advice and support in the service area to deliver in partnership with others the Council's vision, values and ways of working.
- Ensure the delivery of identified service objectives and continuous improvement of service targets.
- Ensure performance and quality improvement through supporting and nurturing others to lead and manage innovative approaches to achieving results.
- Carry out the duties of the post with due regard to the Council's Equal Opportunities Policy and core values.
- Carry out these and any other duties within the scope of the post flexibly and with full regard to the confidential nature of the post.
- All employees are required to participate in the Performance Evaluation Scheme (PES) and to undertake appropriate training and development identified to enhance their work.
- All employees are required to comply with the Council's Health & Safety policies and procedures at all times, taking due care for themselves, colleagues and members of the public.
- Assist in carrying out the Council's environmental policy within the day to day activities of the post.
- Undertake other duties, commensurate with the grade, as may reasonably be required.
- To carry out the duties of the post with due regard to the Council's Dignity at Work Policy and core values.

Consideration will be given to making reasonable adjustments for a disabled postholder

THIS JOB DESCRIPTION MAY NEED TO BE AMENDED BY THE DIRECTORATE TO MEET THE CHANGING NEEDS OF THE SERVICE.

Number of fully managed staff: N/A

Title:	Grade	No of posts

Number of partially managed staff: N/A

Title:	Grade	No of posts

PERSON SPECIFICATION

Designation:	Service Designer	**Grade:**	PO5
Reports to (Designation)	Data Science, Insight & Performance Lead	**Grade:**	SMG1
Directorate:	Chief Executive's	**Section:**	Strategy, Transformation, Equalities and Performance

Note to Candidates
The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

Please ensure that Equality and Diversity issues are addressed specifically in relation to the role for which you are applying when addressing the requirements of this person specification where appropriate.

If you are a disabled person but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted, and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

Equality & Diversity

Awareness of and a commitment to Equality of Access and Opportunity in a diverse community. **S**
Understanding of how equality and diversity relate to this post. **S**

Knowledge and Experience

(**To Be Tested** – **S)**

- Ability to guide design decisions in complex service areas, helping stakeholder see opportunities, leading process change and plotting a path forward. **S**
- Deep understanding of service design principles, practices and methods. **S**
- Ability to understand technical complexity and risks, run collaborative design activities, influence senior leaders and others. **S**
- Ability to manage risk and explain the trade-off between complex risk factors to find simple ways forward. **S**
- Highly experienced in designing and delivering end-to-end, user-centred service experiences for a diverse range of users. **S**
- Highly experienced conducting both qualitative and quantitative research and interpreting results – for example user research, usability testing and focus groups.
- Significant experience of conducting research both in person, and remotely, including use of online user research and testing tools. **S**
- Capable of creating and testing low- and high-fidelity prototypes of service journeys and improvements with residents, staff and other users. **S**
- Designing coherent end-to-end service journeys that meet user needs and create a seamless experience.

- Define the interaction design for an experience that takes into consideration business goals, resident needs and technical feasibility to achieve the best outcome. **S**
- Define the design of service interactions across different channels and touchpoints, ensuring they come together to create an accessible, inclusive and consistent experience for residents. **S**
- Excellent persuasive skills, ability to present clearly your design journey, from research, through prototype and into production.
- Expertise designing and prototyping with tools such as Adobe XD, Figma, Sketch and Miro.
- Working with digital, product and project teams to ensure designs are delivered to a high standard, including quality checking designs in test environments
- Designing in a data-informed way, with all new designs based on resident needs derived from qualitative and quantitative research.
- Good knowledge of the requirements relating to handling sensitive data and information, particularly in relation to GDPR requirements.

Skills and Abilities

- Experience in improving and reimagining end-to-end service experience. **S**
- Experience in designing and improving elements of services, including roles and skills, products and technology, processes and ways of working, incentives and measurement, governance and finance. **S**
- Ability to analyse data, identify recurring problems and implement change that delivers service improvements. **S**
- Highly experienced working with multi-disciplinary teams.
- Ability to communicate complex and technical issues clearly, both verbally and visually, to a range of stakeholders, including non-specialists and senior leaders.
- Highly experienced in planning and acting strategically and developing creative and innovative solutions to complex issues.
- Able to establish positive relationships with senior managers that generate mutual confidence and respect.
- Ability to develop influential relationships with internal and external stakeholders and partners at a senior level.
- Able to assess and evaluate risk.
- Highly developed and effective communication, facilitation and presentation skills, both oral and written.
- A natural problem solver with an inquisitive mind who is interested in using design tools and system design thinking techniques to enhance understanding and develop solutions
- Able to work collaboratively within a multi-disciplinary team.

General Education

- Degree-level qualification in Service Design or a closely related field (Human-Centred Design, User Experience Design, Design Management) or equivalent substantial experience. **S**

Personal Qualities

Candidates are expected to adhere to Lewisham's values and behaviours.

Circumstances

N/A

DBS Disclosure Required? **No** [x] **Basic** [ ] **Enhanced** [ ]

Physical
Generally candidates must meet the standard Lewisham requirements for the post.