



# Job Description

<b>Job Title</b>	Senior Service Designer
<b>Directorate</b>	Strategy and Change
<b>Service Area</b>	Transformation / Customer Experience
<b>Grade</b>	9
<b>Competency Level</b>	2
<b>Salary</b>	£51,356 - £56,673
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not required
<b>Job Evaluation Ref No</b>	A10257

## Job Purpose

To lead on service redesign of whole council/enterprise- wide transformation projects and programmes, leading a team of Service Improvement Officers.

### Directly Responsible For:

1 x Service Designer



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## **Directly Responsible To:**

Head of Service

## **Main Areas of Responsibility:**

- Lead on the design of complex, user centred services that drive improvements in resident satisfaction and deliver service efficiencies
- Build relationships with cross-functional teams, providing leadership and guidance to ensure shared goals and successful outcomes
- Support or, where required, lead on the production of business cases, clearly articulating the benefits to customers and the potential for financial savings
- Communicate complex design concepts, using storytelling and evidence to influence decision making and direction
- Lead and deliver discovery and future state workshops, challenging existing practices, driving improved customer experience and efficiencies through effective business processes and digitisation
- Bring together customer insight and feedback, working with colleagues to understand customer needs, experiences and demands
- Lead on the design and development of complex user flows, journey maps and visual aids to guide the creation of improved user experiences and to allow customers and stakeholders to visualise and understand improvements
- Responsible for developing service designs that cover all channels (taking a digital first approach), and for building digital transformation plans with service areas
- Be responsible for ensuring proposed service redesigns are accessible and inclusive, designed to meet the diverse needs of all users and comply with Government standards on accessibility and inclusivity

- Develop comprehensive technical requirements documentation and liaise with ICT colleagues to ensure feasibility and alignment with corporate ICT architecture and design principles
- Commission user research to help evaluate current and proposed service offerings across the business
- Deliver robust change management, undertaking impact analysis of proposed changes to business processes and providing recommendations and/or mitigations to address
- Work with elected members ensuring service redesign proposals meet their priority objectives and align with strategic objectives
- Identify opportunities to capitalise on existing or emerging technologies to meet customer need, ensuring these align with the Councils Digital, Data and technology strategies
- Lead a team of Service Improvement Officers, providing leadership, direction and professional expertise
- Support the development of, and advocate for, user-centred design principles and best practices throughout the development lifecycle

## Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one to one conversations, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively.
- Actively lead, develop and manage staff to promote supportive working relationships and a “can do” culture
- Be accountable for the management and development of direct reports to enable self-management in their day to day operations across the service and take a personal responsibility for the development and implementation of an

effective Customer Service training plan that responds to staff needs and the development of the business

- Be accountable for the effective management of all HR policy and procedures, including disciplinary, welfare and attendance processes. Actively promote best practice to ensure consistency, fairness and transparency at all times.
- Stimulate and encourage empowerment and a culture of excellence and promote and gain recognition for sustained organisation excellence through achievement of quality standards
- Take responsibility for the continuous development and improvement of employee communications across the Service that provides a variety of channels for two-way communication and feedback. Always encourage challenge and innovation
- Ensure that appropriate arrangements are in place to enable a positive work/life balance both in terms of personal workload and that of direct reports and all Service staff
- Undertake, where required, other responsibilities and duties including work related to all areas of business, on behalf of the organisation, where this is commensurate with the grade of the post. This may entail working from other locations

## **Budget and Financial Responsibility:**

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Analyse the end-to-end costs of existing and proposed customer journeys, identifying efficiencies arising from improvements

## Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

## Physical Demands of the Job:

- This role could involve sitting for long periods of time whilst using DSE

## Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally and displaying the standards and values contained in the Customer Promise
- Commitment to customer excellence by, dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills





required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.



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# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- A relevant degree-level qualification in relevant subject, e.g. ICT or design, or significant equivalent experience (A)
- Qualification or training in customer journey mapping or recognised business process methodology (e.g. Lean Six Sigma, CIM Customer Journey Optimisation) (A)
- Knowledge and experience of utilising a recognised Project Management methodology.(A)

### Desirable

- Project management qualification

## Experience

### Essential

- Experience leading complex, user centred design projects in government or public sector (A, I)
- Experience assessing opportunities, risks and constraints in technology, systems and policy to shape design (A, I)
- Experience transforming services using digital/technological enablers (A, I)

- Extensive experience of driving service improvements and efficiencies through enhanced customer journey development (A, I)
- Experience of analysing qualitative and quantitative data from research and analytics to understand customer needs (A, I)
- Experience of working collaboratively and of influencing behaviours to identify solutions which meet customer needs (A, I)
- Strong experience of facilitating workshops, co-design sessions, managing stakeholder relationships across different levels and of articulating complex design concepts (A, I)
- Experience of working with multiple stakeholders, of challenging poor practice and negotiating improvements (A, I)
- Experience of developing service redesign concepts which are inclusive and meet or exceed accessibility standards (A, I)

### **Desirable**

- Experience of undertaking, analysing and evaluating user research.

## **Skills/Abilities**

### **Essential**

- Strong communication skills with the ability to articulate design decisions and rationale (A, I, P)
- Positive attitude to collaborate effectively with cross-functional teams and adapt to changing project requirements (A, I, P)
- Be comfortable influencing and communicating to a range of colleagues and stakeholders at varying levels of seniority (A, I, P)

- Strong interpersonal and relationship management skills, with an ability to identify how digital communication and technology can be used to deliver business value and transformation (A, I, P)
- Able to analyse information, think creatively and to advise on solutions, initiating and developing new ideas that add value to the business (A, I, P)
- Able to deal with difficult situations when challenging existing practices and can adapt to changing priorities and to thrive in a fast-paced work environment (A, I, P)
- Political awareness and an understanding of the political and financial environment in which Councils operate (A, I, P)
- Ability to mentor and coach other team members and designers. Fostering a collaborative design culture within teams and across the organisation (A, I)

### Desirable

- Proficiency in advanced data analysis tools and techniques to identify opportunities for innovation and improvements.

## Commitment

### Essential

- A commitment to excellent service delivery and to the development of simple, streamlined customer experiences (A)

### Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council