Job Description

Post title: **Service Designer**
Service area: **Digital Services**
Grade: **PO7-PO8 Link Grade**
Reports to: **Head of Innovation and Service Design**
Your team: **Digital Strategy and Design**
Number of supervisees: **N/A**

Our ambition

We're determined to make Islington more equal. To create a place where everyone, whatever their background, has the opportunity to reach their potential and enjoy a good quality of life.

We also have an ambitious goal – to be the best council in the country – with every employee clear about the part they play and inspired, focused and supported to give their very best.

We want to build an organisation where employees feel valued, inspired and empowered to help us achieve our goals and provide the best services possible to our residents.

Our values and behaviours

'Be Islington' is about setting a clear challenge about what it means to be an Islington employee and sets the standard for every new recruit.

We ask our employees to 'Be Islington' – playing their part in working together for a more equal borough and to always be collaborative, be ambitious, be resourceful, and be empowering ('CARE').

Our commitment to challenging inequality

We are committed to tackling inequality, racism and injustice and creating a more equal borough for all. In order to do this, we need to set the example by being a fair employer and creating a workplace environment which is free from discrimination, racism and inequality. Our approach needs to be proactive, consistently learning to create a more equal workplace and foster a culture which empowers all staff to challenge inequality.

Equality is at the heart of what we do. We want to celebrate and embrace our differences by:

- Ensuring our workforce is representative of the people we work on behalf of, our residents
- Creating equitable working environments and diverse teams
- Understanding our residents in order to design and deliver services that help tackle inequality and improve life chances for our residents
- Getting to know people and their differences
- Interpreting issues and concerns from a cultural perspective and address situations or problems from the points-of-view of multiple cultures

Key responsibilities

The Role

1. A service designer is a confident and competent designer who can develop designs based on evidence of user needs and organisational outcomes.

2. In this role level, you will:

   - be trusted to make good decisions
   - recognise when to ask for further guidance and support
   - contribute to the development of design concepts
   - interpret evidence-based research and incorporate this into your work

3. Contribute to developing the service design community, embedding service design standards, taking responsibility for professional development of the service design team.

4. Working in the open with the user at the centre of all you do, including working across multiple teams.

5. Working as part of a multidisciplinary team to identify, understand and validate through prototyping, opportunities for new and amended service processes and technologies.

6. Acting as ambassador for service design across the organisation; championing user-centred and co-designed services as key to transformation; building relationships with leaders to explain the benefits of service design.

7. Working closely with large, complex service areas to help them build their digital transformation plans, helping them to map and see opportunities to transform their areas, coaching them to build ambitious plans.

8. Mapping service and user journeys, helping services understand opportunities to transform; prototyping and wireframing interactions to help design new services.

Service Design and User Research

9. **Service Design:** Working with multidisciplinary teams, 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, constraints, evaluation and prioritisation of user stories and identification and mitigation of design challenges.

10. **Service Improvement:** Working with leaders across the organisation to determine service opportunities, and specify effective business solutions, including improvements in information systems, data management, practices, organisation and equipment.

11. **Service Blueprinting:** Working with service areas to map their business flows, inspiring their ambition and helping them to streamline processes as well as understand their interconnection with the rest of the organisation.

12. **Requirements Gathering:** Ensuring that views of all parties, including end-users, are fully considered, verified and validated and that appropriate prioritisation is applied to meet business objectives.

13. **Service Standards:** Contributing to the iterative design and development process, providing expertise in the optimisation of accessibility and usability, ensuring that solutions meet the relevant Digital Service Standards.

14. **User Research:** Collaborating with User Researchers on developing user insights and transformation opportunities.

15. **User-Centred Design:** Applying user research findings, data and narratives to best design and iterate services.

16. **Design Evaluation:** Evaluating and undertaking impact analysis on design options taking account of different levels of sophistication for different users (e.g., web-based systems and business systems).

17. **Design Patterns:** Building 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.

18. **Best Practices and Methods:** Developing our methodology and service design practices and working with partners, design agencies, and/or technology vendors to assure consistency and quality of practice.

Innovation

19. **Prototyping:** Prototype services and interactions to help service areas understand the possibilities of change. Use different prototyping methods for different needs; help business areas understand how to turn prototypes into services.

20. **Communication:** Demonstrate and communicate prototype solutions, and emerging technology or service trends to a range of audiences.

21. **Investment:** Contribute to innovation and project investment cases.

22. **Pilots:** Support the Head of Innovation and Design, and Digital Transformation Leads to propose, plan, run and evaluate pilot initiatives.

Resources and Financial Management

23. Ensure effective Financial Management, cost controls and income maximisation in an ever-changing environment, fluctuating demands and priorities. Ensure resources are well

managed and effectively deployed to the best possible effects assuring value for money in all activities.

Compliance

24. Ensure legal, regulatory and policy compliance under UK GDPR, Health and Safety and in area of your specialism identifying opportunities and risks and escalating where appropriate.

25. Ensure service and technology solutions are coherent with the agreed Enterprise Architecture design principles and policies.

26. Ensure compliance with ethical guidelines and legal requirements related to user research and data privacy, providing guidance to the team on best practices and responsible data handling.

27. Ensure the technical protection and security of data and technology assets.

Additional

28. To undertake other duties commensurate to the grade of the post.

29. To use and assist others in the use of information technology systems to carry out duties in the most efficient and effective manner.

30. To achieve agreed service outcomes and outputs, and personal appraisal targets, as agreed by the line manager.

31. To undertake training and constructively take part in meetings, supervision, seminars and other events designed to improve communication and assist with the effective development of the post and post holder.

32. The post holder is expected to be committed to the Council's core values of public service, quality, equality and empowerment and to demonstrate this commitment in the way they carry out their duties.

33. At all times carrying out responsibilities/duties within the framework of the Council's Dignity for all Policy. (Equal Opportunities Policy). At all times, carrying out responsibilities/duties within the framework of the Council's Dignity for All policy and Challenging Inequalities framework.

Work style

34. Flexible/Office-Based. The post-holder is expected to be onsite at their primary location at least one day a week, and at other times as directed by their line manager.

Person specification

You should demonstrate on your application form how you meet the essential criteria. Please ensure you address each of the criteria as this will be assessed to determine your suitability for the post.

Assessment Guide

A = Application
I = Interview
T = Test

Essential Criteria

Qualifications

Essential criteria	Criteria description	Assessed by
1	Educated to degree level with a related business or technology qualification, or demonstrable equivalent knowledge and skills and experience in service design or business analysis roles.	A
2	Project management qualification or commensurate experience working within a project/programme framework	A
3	A relevant certified Service Design qualification, or equivalent Business Analysis qualification with experience of applying this to service design work and service blueprint outputs.	A/I

Experience

Essential criteria	Criteria description	Assessed by
4	Working in multidisciplinary teams to design and build services and improve existing service delivery within complex organisations.	A/I
5	Applying user research insights to develop user-centred service improvements	A/I/T
6	Creating service blueprints and visualisations to inform planning and solution design.	A/I/T
7	Applied experience of Agile techniques. You can advise colleagues on why adaptive and iterative methods are used and provide a clear, open, and transparent framework to inform designs and solution development. You can	I

Essential criteria	Criteria description	Assessed by
	adapt and reflect and be resilient. You can be flexible and see outside of the process.	
8	Delivering prototype interactions against time constraints to help unlock creative thinking in a team.	A/I/T
9	Facilitating cross-organisational work, helping disparate parts of an organisation to map and understand its interdependencies in service designs	A/I
10	Proven experience of building positive relationships with a range of both internal and external stakeholders	I

Skills

Essential criteria	Criteria description	Assessed by
11	**Service Design:** You can demonstrate the understanding and application of service design principles, practices and methods including the application of user research.	A/I/T
12	**Service Blueprinting:** Ability to build clear visualisations of service and user journeys to help teams plan, and help services build and deliver on transformation vision.	A/I/T
13	**Communicating between the technical and non-technical:** You can listen to the needs of technical and business stakeholders and interpret them. Ability to understand technical complexity and risks, run collaborative design activities to influence senior leaders and others.	A/I/T
14	**Community collaboration:** You can work collaboratively in a group, actively networking with others. You can adapt feedback to ensure it is effective and lasting. You can use your initiative to identify problems or issues in the team dynamic and rectify them. You can identify issues with the team and help to stimulate the right responses.	I
15	**Digital perspective:** You can demonstrate responsiveness to changes in technology, adapting your approach accordingly. You can make decisions to meet user needs in the local government context. You can understand the importance of assisted digital and can design services and make decisions to meet user needs.	I

Essential criteria	Criteria description	Assessed by
16	**Evidence- and context-based design:** You can absorb large amounts of conflicting information and use it to produce simple designs.	A/I/T
17	**Managing decisions and risks**: Ability to guide design decisions in complex service areas, helping stakeholder see opportunities and leading process change and plotting a path forward.	A/I
18	**Prototyping:** Ability to prototype in different ways: on paper, in static code (e.g., visualisations, wireframes) or in conversation. Also see special requirements.	A/I/T
19	**Strategic thinking:** You can evaluate current strategies to ensure business requirements are being met and exceeded where possible.	I
20	**User focus:** Relentless user focus, with the ability to contribute to user research and the translation of user feedback into design decisions.	A/I/T
21	**Working within constraints:** Ability to manage risk and explain the trade-off between complex risk factors to find simple ways forward.	I/T
22	**Technical understanding:** You can demonstrate a working knowledge of the technologies used to build and operate digital services.	A/I/T

Special requirements of the post

(Insert any special requirements of the post. Delete if they do not apply.)

Desirable criteria	Criteria description	Assessed by
23	**EXPERIENCE:** To achieve the higher **linked grade,** you will be able to demonstrate extensive experience in the following. • Working in service design teams to help an organisation understand and solve large, complex problems. • Collaborating with service managers and Directors to develop design concepts.	A/I/T

Desirable criteria	Criteria description	Assessed by
	• Leading the service design of our most complex, risky, and interdependent new digital services, including working across multiple teams • Setting direction and embedding good practice within teams • Making important decisions based on research and understand how this research impacts others	
24	**SKILLS:** To achieve the higher **linked grade,** you will be able to demonstrate developing and applying the following skills. **Prototyping:** You can use a variety of prototyping methods. You can share your best practice and coach others. You can look at strategic service design end to end. **Prototyping in dynamic code:** • You can write code to create interactive visual prototypes to assess value and evolve designs (e.g., HTML, CSS) • You can code for different screen sizes. **Evidence- and context-based design:** You can design systems for use across multiple services and can identify the simplest of a variety of approaches. **User focus:** You can give direction on which tools or methods to use. You can demonstrate experience in meeting the needs of users across a variety of channels. You can bring insight and expertise in how user needs have changed over time to ensure they are met by the business. You can apply strategic thinking to provide the best service for the end user.	A/I/T

Our accreditations

Our accreditations include: the Healthy Workplace award, Timewise, London Living Wage Employer, Disability Confident Committed, The Mayor's Good Work Standard, Stonewall Diversity Champion, and Time to Change.