



ADUR & WORTHING
COUNCILS

Job Description & Person Specification

Authority:	Adur & Worthing Councils
Directorate:	Digital & Resources
Section:	Digital
Post Title:	Service Designer
Post number:	TBC
Accountable to:	Lead Service Designer Digital Applications & Innovation Manager
Management responsibility for:	N/A
Authority to liaise with:	Council members of staff and managers, members of the public, Occupational Health, Trade Union Officials, Partner Organisations
Meetings attended on a regular basis:	Project / Sprint based meetings
Work style:	All roles fall within the Blended Working Policy

Job Description - Principal purpose of job (role summary)

You will support teams across the Councils and in partner organisations to review and redesign services, using service design approaches, methodologies and tools. You'll play a crucial role in integrating the discipline of service design as the predominant method of change (including changes to processes, policies, systems and structures) in the Councils. The service designer will provide support for both the 'doing' of service design (leading complex service design projects) and helping more people become 'design leaders' (supporting the development of individuals in service design skills).

Main duties, tasks and responsibilities of post holder

Lead service design projects taking place across the organisation
Develop our service design practice, creating learning opportunities (often through active learning on projects) for leaders and staff across the organisation and guiding teams/individuals in the use of service design tools, practices and methodologies to test and iterate towards the design of good services.
Plan, arrange and facilitate meetings, workshops and training with stakeholders, from senior leaders to frontline staff and service users, throughout service design projects.
Develop and select appropriate design methods and tools for service design projects, such as prototyping, different user testing activities, workshops and co-creation sessions to design services that support the user journey end to end, front to back and cross-channel.
Work closely with departments to identify (and support/facilitate others to identify) challenges that could be met through innovative service design solutions. This may include analysing demand and failure within a service, identifying root causes for that failure, framing problems, identifying desired outcomes and key measures.
Lead in the evaluation of service design projects, working with our customer insight and data teams within the Councils to analyse the benefit of changes made (both financial and nonfinancial) to build a compelling case for further design work, raise the profile of service design within the organisation and persuade people at all levels of the value of being user-centred and the importance of design in policy and service delivery.
Creating maps, blueprints, diagrams, sketches and other representations of end-to-end services that clearly communicate user journeys, interactions and other behaviours to support teams to identify the opportunities for service design interventions.
Create the right conditions, practices and spaces to design user-centred services, from using the right tools to creating psychological safety within teams
Manage and maintain a Service Design apprenticeship programme within the Councils.
Undertake all duties in accordance with Council policies, in particular those relating to Customer Care and Equal Opportunities
Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the postholder as a result of legislation, codes of practice or Council policies.
Promote the service and Council positively at all times

The post holder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that the Council reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.

Adur and Worthing Councils recognise the need to ensure the welfare of children and vulnerable adults when they come into contact with services provided by the Councils. Employees, volunteers and Elected Members have regular contact with the general public during the course of their work and are in a position to observe signs which might indicate that a person is at risk of harm and abuse. If signs, which cause concern, are observed, all employees (temporary and permanent), volunteers and Elected Members have a duty to report allegations, disclosures and suspicions of abuse or neglect in line with the Councils' [Safeguarding Policy](#).

Person Specification

	Essential	Desirable
Qualifications	<p>A degree or relevant experience in service design or a discipline that would complement service design, such as:</p> <ul style="list-style-type: none"> • Social science • Graphic design • User experience 	<p>Higher level qualification in service design or relevant industry experience in service design</p> <p>Coaching qualification or experience</p>
Knowledge & Experience	<p>Understanding of service design theories, strategies and interventions</p> <p>Experience of user testing or research</p> <p>Experience of planning and leading workshops</p>	<p>Experience of delivering training</p> <p>Knowledge of 'agile' methodologies and ability to adapt these processes (i.e. sprints) in a non-digital setting.</p> <p>Experience of designing, delivering and leading service design activities in a variety of contexts, including in complex situations.</p> <p>Knowledge of diversity & equity</p> <p>Experience of working in partnership with external agencies and organisations</p>

Communication/ relationship skills	<p>Excellent communication skills, (written, drawn, verbal and listening) to communicate complex ideas in a way that other people understand</p> <p>Strong interpersonal skills to quickly establish and maintain working relationships at all levels</p> <p>Ability to understand the needs of service users, technical and business stakeholders and interpret between them</p>	<p>Networking to bring new ideas and concepts to the organisation</p> <p>Experience of prototyping in digital format or on paper</p> <p>Ability to promote the benefits of service design with those who have little knowledge or experience of user-centred service design and delivery.</p>
Analytical skills	<p>Experience analysing, interpreting and using data to enable evidence-based decision making</p> <p>Well-developed decision making and problem solving skills</p> <p>Able to see and understand multiple viewpoints - including those of the internal stakeholders, service users and the environmental impact of services</p>	
Planning/ organisational skills	<p>Ability to prioritise and meet deadlines, manage multiple projects and work effectively under pressure</p> <p>Ability to work under broad direction and proactively identify opportunities for service design within the organisation.</p> <p>The follow through to move from prototype to pilot to embedding changes within a service</p>	
IT skills	<p>Comfortable with IT and able to quickly learn to use different technology as required</p>	<p>Design skills to translate ideas into working prototypes through whatever medium necessary e.g. Google, Microsoft, bespoke design software</p>
Mental abilities	<p>Ability to innovate and work creatively - generating multiple solutions to complex situations and understanding how they</p>	<p>Established negotiation & influencing skills to sell the benefit of investing in service design</p>

	<p>might be tested for success.</p> <p>Committed to high standards of performance and quality with a strong focus on outcomes</p> <p>Able to rapidly absorb new information and apply it effectively</p> <p>Flexible, adaptable and comfortable with ambiguity.</p> <p>Open to constructive criticism and able to constructively review the work of others</p>	
Emotional abilities	<p>Ability to move between big picture and detail.</p> <p>A growth mindset and a keen interest in continuous development</p> <p>Ability to use empathy to understand the impact of uncertainty on other teams</p>	
Other	<p>Flexible working</p> <p>Able to travel within the Adur & Worthing Districts.</p> <p>Commitment to equality and diversity</p>	