

JOB DESCRIPTION

Job Title:	Service Designer
Directorate:	Information Services
Reports To:	Enterprise Architect
Direct Reports:	None
Overview of the role:	<p>The Enterprise Architecture service creates clear and efficient ways of working through high quality processes, holistic service design and embracing the use of data and technology. The services and products we design must be sustainable and scalable to support the delivery of the Corporate Strategy and enable excellent customer journeys.</p> <p>The Service Designer will work with stakeholders to understand our processes as an organisation, and to identify better ways of working to create a great experience for our customers and colleagues throughout the holistic customer journey and internal business processes.</p> <p>Experienced in the creation and adoption of design principles, the Service Designer will seek to unify how we provision our services style as we seek to modernise and embrace an omni-channel experience for our customers.</p> <p>A key aspect of the role will be facilitating, and where appropriate completing, cyclical process reviews and customer journey maps, ensuring that we continually challenge how we operate and to look for opportunities to be smarter in what we do.</p> <p>Focused equally on internal process maps as much customer journey design, the Service Designer will be responsible for end-to-end designs including service blueprints, process maps and customer journey maps which consider multiple customer personas working with our Customer Experience and Customer Engagements teams.</p>

Key Responsibilities	Key Tasks
Core Tasks and Outputs	<p>Create a holistic understanding of our customer journey.</p> <ul style="list-style-type: none"> • Work with Enterprise Architecture and Customer Experience teams, and EPMO, to prioritise service improvement opportunities • Understand the interaction between people, process, technology and data within our operations and individual customer journeys. • Identify and prioritise opportunities to migrate from traditional ways of working to self-service through modern omni-channel platforms. • Use Customer Journey Mapping to capture sentiment, emotion and feeling within Service Design across a range of customer personas. • Play an active hands-on role in supporting teams in problem solving and transitioning to a future-state design. • Engage and influence key stakeholders on process design and provide innovative, customer orientated solutions <p>Responsible for the corporate process map library</p> <ul style="list-style-type: none"> • Building a full process map catalogue for the organisation with associated Customer Journey Maps where appropriate. • Creating a prioritised cyclical review process for significant processes. • Challenging ways of working during process capture and redesign to identify more efficient and customer-centric ways of operating. <p>Embrace and enable redesign.</p> <ul style="list-style-type: none"> • Link processes and associated artifacts to the implementation of a Target Operating Model. • Implement redesign based on a recognised method such as Lean or Systems Thinking. • Working with policy holders and process owners to design new ways of working using best-in-class service design principles and methodologies. • Produce Service Integration Plans to show the transition path to a new way of working. • Working with SMEs to turn business requirements into tangible service designs, identifying and recording any risks for appropriate owners.

Financial Management	<ul style="list-style-type: none"> • Ensure that value-for-money principles are applied to any purchases and maximise efficiencies wherever possible. • Search for efficiency savings in service design, through the removal of waste within processes or excessive expenditure.
Communication	<ul style="list-style-type: none"> • Support the CIO, Director of Data and Applications and Enterprise Architect to provide planned/scheduled and ad hoc updates and reports to Board, Committees, ET, SLT and operational levels in the business. • Represent the Information Directorate and Group at external meetings as required. • Develop and maintain excellent relationships with other sector organisations, regulatory bodies, legal professionals, and any other key stakeholders. • Build and maintain relationships with the appropriate governance and compliance professionals.
Innovation	<ul style="list-style-type: none"> • Promote the use of technology within the team and the wider Group, including sustainability and best use of relevant systems. • Critically assess requirements during all service design activity to ensure efficiency and our customer journey is always at the forefront • Develop ways to promote new features and user adoption. • Embrace emerging technologies and evaluate for group use.
Stakeholders	<ul style="list-style-type: none"> • Work collaboratively with colleagues across Directorates in raising the profile of and embedding Enterprise and Business Architect, and Service Design techniques. • Work with, guide and influence colleagues during Service Design activities such as journey-mapping, prototyping and gathering feedback. • Work constructively with colleagues to develop the reputation of the team as valued advisors. • Raise the profile of this activity across the organisation through regular communications for managers and colleagues including promoting best practice

The duties and responsibilities detailed above are not exhaustive and the post holder will be expected to undertake any other duties appropriate to the post as necessary or as directed.

Service Designer

Person Specification

Qualifications	
Degree in a related discipline or equivalent qualification / work experience	E
Professional certification qualifications or experience relevant to the role of a Service Designer	E
Certificate in Change Management and/or Service Design (Lean 6 Sigma, APMG Change Management, Prince2 etc)	D
Experience	
Broad and deep knowledge of the operations of a modern housing association	D
Knowledge of financial models and budgeting	D
Experience of high-quality process mapping	E
Experience of Customer Journey Mapping	E
Previous experience of working with design principles	E
Previous experience of creating design principles	D
Balances the long-term (“big picture”) and short-term implications of individual decisions and organisation goals.	E
Proven experience in a similar position	E
Experience of running user forum or user focus groups in an organisation	E
Previous experience of developing and implementing operational plans	E
A proven track record of delivering results in a fast paced and changing environment	E
Knowledge of business modelling or Enterprise Architecture frameworks (Archimate, TOGAF etc)	D
Knowledge of various aspects of an enterprise technology architecture	D
Personal Skills/Qualities/Knowledge	
Excellent interpersonal skills – ability to listen, reflect and influence key decisions	E
Expert problem solver: apply logical thinking, gather and analyse information	E
Well-rounded communication skills for technical and non-technical audiences	E
Excellent organisational and time management skills	E
Understanding of responsibilities in relation to GDPR and data security	E
Highly innovative with aptitude for foresight, systems thinking and design thinking.	E
Prioritises and plans effectively, being able to manage multiple projects at one time	E
Evidence of continuing professional and personal development and awareness of latest thinking, developments, and best practice in the field of governance and compliance	E
A natural leader of people with excellent managerial and motivational skills	E
Ability to establish strong, sustained working relationships based on respect and effective negotiation and influencing skills	E
Ability to convey thoughts and express ideas effectively verbally or written in individual or group situations	E
Ability to think differently and challenge the norm	E
Other Requirements	
Ability to travel between Group offices and to other locations as required	E
Flexibility to work outside of core hours as necessary	D

* E = Essential criteria / D = Desirable criteria