

Service Design Manager

Department	Customer and Digital Services
Pay Grade	G7
Responsible to	Head of Customer and Digital Services

Role Purpose

To manage and enable a small Service Design team to work across the Council to research and develop user, technical and business requirements that meet the needs of the service area, putting customers at the heart of the design process to achieve efficient service delivery for departments.

Working with service areas on the development of design concepts to help define what good looks like for the user, creating a clear and inspiring vision for success that can be communicated and rolled out to deliver new systems and services using agile techniques.

Direct Reports

- Business Support Analyst
- Service Design Analyst

Role Specific Responsibilities / Accountabilities

- Responsible for the line management of the Service Design team in assisting service areas with process design, configuration, implementation, maintenance, and development of processes and technologies to achieve effective and efficient service delivery.
- Work with service areas to identify and document user needs using service design methodologies, ensuring outcomes are achieved.
- Documenting personas, user stories, customer journeys, process maps and prototype form designs, ensuring these meet the requirements of the service and communicating them to colleagues.
- Testing existing, prototype and new systems and services with users to identify improvements and to ensure these are delivered.
- Where appropriate and as required, deliver training for users on new processes, system operation and how to use new services and systems to maximise service delivery.

- Develop communication strategies and channels to ensure project decisions and progress is fully communicated to service areas and within Technology Services, establishing guidelines and standards.
- Develop good working practices for the Service Designers to use when working with departments across the Council to create a consistent approach to design.
- To carry out such other duties that may reasonably be required.

Knowledge, Skills and Qualifications

Minimum knowledge, skills and qualifications required to perform this role; relevant experience may be a substitute.

Essential Criteria

- Experience of managing people and supervising the day-to-day operation of a team and ability to demonstrate effective leadership and management skills
- Previous experience in a service design/analysis or similar role
- Experience of designing services to meet user needs
- Experience of mapping processes and identifying improvements
- Ability to undertake user research and convert the findings into actionable insights based on user needs
- Ability to communicate technical issues to non-technical colleagues and vice versa
- Ability to keep pace with changes in technology and to learn new technologies as needed
- Ability to be a team player and work well under pressure
- Ability to challenge and influence colleagues to ensure services are designed to meet user needs
- Educated to both GCSE and A Level, or equivalent
- Experience of working in an agile team

Desirable Criteria

- Educated to degree level or equivalent

Appendix

Generic Employee Responsibilities / Accountabilities

- Engage and participate in delivering the corporate objectives of the Council and contribute to the collective leadership, development and management of the organisation to assist in the implementation and realisation of the Council's strategic objectives and Corporate Plan through the development of business plans.
- Ensure that all duties are carried out in compliance with statutory processes, corporate policies and the Council's constitution.
- Proactively seek opportunities to improve ways of working by evaluating activities to determine what adds value and where necessary, implement changes to improve / enhance performance to continuously deliver improvements to services.
- Develop team members' skills and knowledge through a culture of learning, collaborative working and excellence to build a culture of high performance which inspires and enables people and supports the delivery of the Council's Corporate Plan and strategic objectives.
- Develop good working relationships with local people, local businesses, the voluntary sector, regional authorities, government and a wide range of other partners in order to promote the interests and uphold the reputation of the Council and so building a positive image of the organisation.
- Participate in the recruitment and management of team members, giving clarity regarding targets, standards and performance expectations. Review performance giving regular feedback and implementing solutions to address both high performance and poor performance. Before acting as recruiting manager you must partake in training on the Council's recruitment processes.
- Ensure all team members, and new team members, including casual workers undertake mandatory training (Fire, Health and Safety, Data Protection and Safeguarding).
- Support in the management of budgets and resources ensuring that they are deployed effectively with robust internal controls to deliver intended outcomes in a manner which demonstrates value for money and compliance with relevant policies and guidelines.
- Contribute in the provision of advice and guidance to cabinet / Council, Scrutiny Committees and Advisory Groups to assist in supporting the translation of political objectives and priorities into coherent initiatives that will deliver their intended outcomes for Horsham District
- Promote equality, diversity, inclusion, access to services and tackle discrimination both within and outside the Council to ensure there is a clear and consistent focus across the organisation and its partners in delivering an inclusive customer experience to all.
- Generally to comply with all Health and Safety policies and guidance ensuring the required mechanisms are used and to support the promotion of a culture of good health, safety and welfare, especially if nominated or appointed specifically to carry out simple checks at your place of work and log the activity.
- Follow the Council's safeguarding procedures and promote the welfare of children, young people and vulnerable adults across Council services.
- Assess risk management in service areas and follow reporting procedures, as appropriate, to minimise risks to people and the Council's operations.

- Follow and adhere to all Data Protection procedures and processes in accordance with relevant legislation ensuring all personal data of employees, members of the public and clients is used appropriately and retained within guidelines.
- The Returning Officer in this constituency is responsible for the election process. There is an expectation that Council employees will, as reasonably requested to do so, assist the returning officer in election processes.
- In the event of a major incident or disaster you may be required to assist in whatever capacity necessary to provide the necessary organisation, co-ordination and supply of resources to support the local emergency services or other services within the council and relevant partner organisations.

Generic Employee Behaviours

Our behaviours framework links to our values and identifies the core knowledge, skills, behaviours and attitudes we require from our people to deliver services.

Customer Focus

- Managing customer service
- Constructive customer relationships
- Improve customer service to meet local needs and aspirations

Achieving Excellence

- Strive to be an excellent organisation
- Deliver continuous service improvement
- Use taxpayers' money wisely to deliver the highest quality services to the satisfaction of our customers

Our People

- Support the team to work collaboratively
- Invest in our people for continuous improvement
- Support creativity and responsibility