

## Job description

<b>Service area:</b>	Digital, Data and Technology
<b>Job title:</b>	Service Designer
<b>Band:</b>	6
<b>Location:</b>	Working flexibly in a hybrid way across various locations

### Job purpose:

As a service designer, you will design the end-to-end journey of a service. You will help users complete their goals and government deliver a policy intent. Your work will involve the creation of, or change to, transactions, products and content across both digital and offline channels provided by different parts of government. You will work independently to develop designs based on evidence of user needs and organisational outcomes and will mentor junior designers and researchers.

### In this role, you are accountable for:

1. Working in an Agile way - you work in an agile way and have an awareness of agile tools and how to use them. You advise colleagues on how and why agile methods are used and provide a clear, open, and transparent framework in which teams can deliver. You adapt and reflect and are resilient to challenges. You see outside of the design process.
2. Communicating with others - you listen to the needs of technical and business stakeholders and interpret them clearly for both technical and non-technical audiences. You build positive relationships within the team and with stakeholders and influence expectations. You are flexible and communicate both proactively and reactively. You facilitate difficult discussions within a multidisciplinary team, with diverse senior stakeholders and potentially difficult dynamics where the audience may not be familiar with user-centred design.
3. Community collaboration - you work collaboratively within a group, actively networking with others and varying feedback for the appropriate time to ensure the discussion sticks - both internally and across other government agencies. You use your initiative to identify problems or issues in the team dynamic and rectify them. You proactively pull out issues about design and research through agile health checks to provoke the best responses.

4. Digital perspective - you are responsive to changes in technology that may impact designs, adapting your approach accordingly. You make decisions to meet user needs in the government context. You understand the importance of assisted digital, design, and making decisions to meet users' needs and organisational outcomes.
5. Evidence - and context-based design - you absorb large amounts of conflicting information and use it to produce simple designs to meet user needs.
6. Experience of working within constraints – you identify, communicate, and work within constraints, such as policy or legislation, recognising options that will help balance user need and expectation. You help prioritise and challenge constraints and adapt your approach depending on the scenario. You ensure design standards are being met.
7. Leadership and guidance - you contribute to best-practice guidelines around user-centred design and agile ways of working. You understand the sustainability and consequences of your design decisions and make design decisions characterised by managed levels of risk and complexity. You resolve technical design disputes between wider peers and indirect stakeholders, considering all views and opinions. You understand the importance of team dynamics and collaboration for good user-centred design, and can receive and deliver feedback appropriately.
8. Prototyping in code - you have knowledge of HTML, CSS, and JavaScript prototypes, as well as Government and other design systems. You understand coding for different screen sizes and accessibility needs.
9. Prototyping - you approach prototyping as a team activity, actively soliciting prototypes and testing with others for feedback. You establish the best designs that work across all touchpoints and channels including offline, conveying service blueprints and service mapping to your colleagues and stakeholders. You are able to balance strategy and user need and approach service design strategy from end to end.
10. Strategic thinking - You recognise and define the design and implementation of strategy, provide guidance for the evaluation of strategies and policies to ensure business requirements are being met and exceeded where possible. You work within a strategic context and communicate to your team how activities will help meet strategic goals. You understand the development of strategy and policies within a design context at the NHS Business Services Authority, and keep abreast of wider best practice across government. You advocate for user-centred design.
11. User focus - you collaborate with user researchers and represent users internally. You understand the difference between user needs, the desires of the user and balance these with organisational strategy. You give direction on which tools or methods to use. You demonstrate experience in meeting the needs of users across a variety of channels. You bring insight and expertise in how user needs have changed over time to ensure they are met by the business. You apply strategic thinking to provide the best service for the end user whilst aligning to organisational goals.

## **In addition to the above accountabilities, as post holder you are expected to:**

Undertake additional duties and responsibilities in line with the overall purpose of your role.

Demonstrate NHSBSA (NHS Business Services Authority) values and Core Capabilities in all aspects of your work.

Promote and foster your own and colleagues' safety and well-being.

Contribute to a culture that values diversity and inclusion.

Comply with NHSBSA policies, procedures, and protocols as they apply to your role.

## **Working relationships**

**Responsible to:** Digital Team Manager, Professional Lead for Design and Digital Delivery Manager

### **Key relationships and connections:**

Other Designers

Solution Designers

Testers

Developers

Change Team

Internal and external clients and customers

Internal and external Stakeholders

Delivery Managers

Professional Lead Design

Head of User Centred Design



## Person specification

**Service area:** Digital, Data and Technology

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### Personal Qualities, Knowledge and Skills

#### *Essential criteria*

1. Excellent communication skills to listen and respond to the needs of a range of audiences and interpret them clearly for both audiences.
2. Both proactive and reactive in communication. Able to engage in various feedback types, choosing the right style at the appropriate time and ensuring the discussion and decision stick.
3. Able to cope in complex environments, prioritise effectively and identify and work within constraints.
4. Able to apply best practices, deal with challenging situations and adopt a flexible approach to work and working hours.
5. Ability to wireframe, blueprint, and visualise data to play back to a range of technical and non-technical audiences.
6. Knowledge of interaction and content design, with an ability to demonstrate knowledge of user-centred service design outcomes.
7. Knowledge of and passion for user-centred design practices for both public-facing and internal services and applications.
8. Knowledge of accessibility standards and guidelines and how to apply these standards to your work and others work.
9. Knowledge and appreciation of User Research.

#### *Desirable criteria*

1. Knowledge of standards such as NHS Service Standard, GDS Service Standard, ISO.
2. Familiar with frequently adopted design frameworks such as NHS design system, GOV.UK design system, BBC's Global Experience Language (GEL). Experience with design patterns and their iteration.
3. Proven ability to transfer and develop skills and knowledge into new areas at short notice.
4. Knowledge and experience of HTML5, CSS3, JavaScript.

### *Demonstrated by*

1. Application form
2. Interview

### **Experience**

#### *Essential criteria*

1. Proven experience working as a designer supporting a product team and working with users and stakeholders to develop design concepts.
2. Experience in providing service design advice, embedding good practice, and making important decisions based on research to improve products and services.
3. Proven industry experience of applying design knowledge in service design and applying that to real-world applications.
4. Experience in designing user interfaces. Able to demonstrate service design skills and fulfil user needs in your designs.
5. Able to demonstrate your process in designing and building new digital services or improving existing ones.
6. Experience in working effectively with cross-disciplinary teams and ensuring that making design decisions is based on design knowledge, user research and knowing the user journey.
7. Experienced in creating concepts to explore potential solutions and meet requirements.
8. Experience in making complex things simple for users by distilling complex data and information into understandable and straightforward forms.
9. Experienced in identify and implement solutions for assisted digital.
10. Experience of improving services, considering multiple touchpoints and channels including digital, paper, and assisted digital routes.
11. Experience of aligning service designs with organisational and business strategy.

#### *Desirable criteria*

1. Experience in working in an agile/lean development process.
2. Experience in designing for users with low digital skills and/or designing for users with physical and cognitive impairments.
3. Experience in design using GDS standards.
4. Experience developing new functionality and services within an online or business.
5. Able to demonstrate strategic thinking and provide design consulting and leadership.

6. Experience working with communities of practice - leading discussions and fostering a culture of learning.

*Demonstrated by*

1. Application form
2. Interview

**Qualifications**

*Essential criteria*

1. Professionally qualified to degree level or equivalent professional experience or willingness to work towards.
2. Evidence of continuous professional development.

*Desirable criteria*

1. Working towards a recognised design qualification, for example in Service Design, Interaction Design, Design, Human-Centred Design, Ergonomics, etc. or Design Management or Management (e.g., MBA, Postgraduate certificate in Management).

*Demonstrated by*

1. Application form
2. Certificates
3. Interview

**Core capability (minimum level)**

**Communicating with Influence and Impact – Level 3**

- Confidently engages with stakeholders to advocate and generate commitment to goals
- Communicates using appropriate style, method, and timing with colleagues across all levels and functions
- Persuades others, using evidence-based knowledge, modifying approach to deliver messages effectively
- Negotiates well, responding to other people's expectations and concerns

**Improving and Innovating – Level 3**

- Facilitates flexible use of resources through innovative structuring of teams and resources within own area
- Uses creative methods to involve and generate new thinking from others
- Keeps others informed through a variety of methods to inform and gain commitment to changes
- Challenges the status quo and provides constructive feedback to senior managers on change proposals which will affect their business area
- Invites and welcomes challenge to their own or others' views, encouraging robust debate
- Challenges others to identify opportunities for cost saving and service improvements

### **Working Together – Level 3**

- Creates, maintains and promotes a strong network of connections with colleagues across the organisation
- Engages with a variety of stakeholders, listening and responding to their feedback, and encouraging others to do the same
- Advocates collective decisions, even if their own view differs
- Acknowledges and addresses conflict constructively.
- Develops a shared solution and makes difficult choices when necessary
- Courageous in bringing out and working constructively through issues that arise from conflicting points of view to find common understanding

### **Enabling Performance and Potential – Level 3**

- Translates business priorities into clear outcome focused objectives
- Identifies and helps to address the capability gaps of people within own business area required to deliver business priorities
- Is honest and realistic with people about their potential, whilst challenging them to stretch beyond what they believe they can do
- Maintains effective performance in difficult and challenging circumstances, encouraging others to do the same
- Provides direction and support without micromanaging

### **Making and Owning Decisions – Level 3**

- Delegates and empowers decision making to the appropriate level and builds confidence in others' ability to make decisions
- Achieves an effective balance between decisiveness and analysis - recognises when an issue requires a more considered response or immediate confident decision
- Weighs up data from multiple sources, bringing in an expert for support when necessary
- Analyses and identifies risks to make decisions that take account of the wider context, including diversity and sustainability
- Makes decisions when they are needed, even if they prove difficult or unpopular

### **Understanding the Bigger Picture – Level 3**

- Engages colleagues in developing their understanding of the business strategy and the part they play in its delivery
- Supports others to understand and recognise the purpose of their business area, so that they are engaged and motivated by it

- Identifies people/teams across the business that face similar challenges and opportunities to work with them to produce the best outcome for the NHSBSA
- Helps others understand the complex external environment in which the NHSBSA operates
- Proactively scans the external environment, being alert to emerging issues and trends which might impact or benefit their own and their team's work, and takes appropriate action