



Service Designer

Grade: PO4/6

Directorate: Finance and Resources

Service: Digital and IT

Reports to: Service and UX Design
Manager

Deputises for manager

Direct reports: none

Budgets: manages project budgets



London Borough
of Hounslow

Your role

You will be an active member of the Digital and IT team, with specific responsibilities for service design within the Service Design team which carries out research, analysis and redesign of service processes, optimising our investments in existing technology and investigating opportunities for innovation.

Your contribution will have an impact upon the practical implementation of the #1Hounslow transformation programme and the delivery of the Digital Strategy.

You are a Digital and IT ambassador, actively involved with embracing and leading change. You are outcome-focused and put Hounslow residents at the very heart of everything we do and every decision we take. You will live and breathe our values and behaviours.

You will go beyond your professional discipline and work across boundaries, within the organisation and beyond.

What you'll do

- Work as part of a team that enables the council to achieve a joined-up experience that meets user needs across its systems and services.
- Engage stakeholders across the council to agree, implement and maintain a set of user-centred design concepts and principles.
- Participate in agile multidisciplinary teams carrying out research, analysis and redesign of services and applying service-oriented thinking to technology, organisation structures, processes and capabilities.
- By getting to the heart of understanding people's needs, you will help to inform design decisions with insight and empathy. You'll help the wider team and organisation develop a deep understanding of the people that use our services and the people who deliver them.
- Gain a comprehensive understanding of user needs, identifying where separate interactions within the council should act as one service to meet those needs.
- Design streamlined and rational user journeys.
- Proactively identify opportunities for cost reduction and service improvement within existing services, imagining what future services could look like and working closely with technical architects to ensure strategic fit and integration of any technology elements.
- Optimise our investment in existing technology and identify where innovative technology has the potential to transform services.

What you'll do (continued)

- Contribute to the case for change by defining potential benefits, options for achieving these benefits and associated business risks and costs.
- Share specialist knowledge and transfer skills by facilitating a range of activities including workshops, mentoring, coaching and learning modules. Provide constructive challenge through design reviews.
- Raise awareness of user-centred design ways of working and support service managers in introducing, maintaining and improving user-centric approaches.
- Facilitate co-design activities, bringing together the people who use, own and provide services with architects, analysts, researchers, designers, developers.
- Work closely with the project and programme delivery team during all stages of a service design project, ensuring that agile and iterative approaches allow the project to make best use of user-centred design.
- Create, test and rapidly iterate new solutions using prototypes.
- Contribute to the service transition of user-centric projects, including running pilots and ensuring that the solution can be operated and owned by the service and supported technically by D&IT.
- Take part in revisiting past projects to ensure benefits have been realised, to take a retrospective view of what was achieved and to identify any potential areas of further improvement.
- Assist in the conduct of elections as required.



- **Moving from PO4 to PO5**

- You can evidence how you have established and overseen multidisciplinary teams working on a variety of complex services.
- You can demonstrate how you have applied service-oriented thinking to technology, organisation structures, processes and capabilities; and you can evidence the benefits of changes resulting from this approach.
- You are able to support, mentor and coach less experienced colleagues in service design.

- **Moving from PO5 to PO6**

- You can demonstrate how you have taken a leading role in all activities relating to service design and how you have promoted and explained service-oriented thinking to a broad selection of stakeholders across the organisation.
- You will be able to demonstrate how services that you have designed have contributed to significant improvements to the user experience as well as internal efficiencies, and you can articulate how this has directly benefited our communities.

Progressing through the grades

These are the values that drive us

Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

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- You'll bring experience of working in a similar role and be able to demonstrate an understanding of service design and user research, ideally in a local government setting.
 - You can demonstrate strong leadership skills, inspiring and supporting your colleagues and in embracing digital technologies.
 - You understand the importance of business analysis, user research and user-centred service design, and you can convey this importance to colleagues across the organisation.
 - You have experience supporting new ways of working that reduce costs and deliver better services for users as well as transforming organisations.
 - You're comfortable translating technical concepts into non-technical language and understanding what communication is required according to situation and circumstances.
 - You're a service designer who looks into the future while designing for now. You keep abreast of design trends and constantly challenge the status quo.

Let's talk about you

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- You'll have experience of working with colleagues and stakeholders to design services and at working on all levels of a service, from high-level flows and journeys to the detail of individual parts.
 - You are sufficiently familiar with the technical side of design to have informed discussions with development teams and other stakeholders; you explain user-centred design to others.
 - You are experienced at working with data and qualitative insight to design solutions and strategic propositions.
 - You'll have experience of visual design, rapid prototyping, agile delivery, facilitating co-design activities, coaching and mentoring.
 - **Qualification:** you hold a degree-level qualification or demonstrable work-based experience that evidences an equivalent level of attainment and competence in related design disciplines.
 - You engage in continuous professional development.

Let's talk about you
(continued)

Our digital strategy

Our vision is to use digital to create connected and inclusive communities in Hounslow supported by innovative and digitally-optimised services.



“Hounslow is on an exciting journey of transformation with digital embedded at the very heart. Our work will improve the lives of our communities through improved digital services, skills and connectivity.”

Mark Lumley, Director of Digital and IT

- [Read the Digital Strategy on our dedicated digital site](#)
- [Visit the Hounslow Council website](#)



- We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 250,000 people live in the borough.
- It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.
- The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick.
- The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

This is Hounslow

Our values have equality, diversity and inclusion at their very heart, best articulated in “Harness the Mix”. It's about breaking down barriers between our parts and people and unlocking the problem-solving power of our amazing mix of minds. We serve a diverse community, we have a diverse workforce and we are committed to being an inclusive employer.

We work hard to create representation across our workforce and leadership community, to encourage diversity network groups and to provide targeted learning and development programmes in order to eliminate inequality, injustice and bias.

Inclusivity

- **Annual leave** – generous annual leave entitlements starting from 24 days and rising to max 30 days.
- **Local Government Pension Scheme** – open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Flexible working** – including job share and part-time working options.
- **Central locations** – the majority of our staff are based at Hounslow House, new purpose-built premises in the heart of Hounslow which is only a short walk away from the tube and overground stations.
- **Technology** – to support you working remotely or in the community.
- **Learning and development** – extensive in-house and external learning and development opportunities
- **Season ticket loans** – interest free loans for the purchase of annual British Rail and London Regional Transport Underground and Bus Season tickets from home to place of work.
- **Staff wellbeing services** - including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- See our website for additional benefits and information: [working for the council](#).

Employee benefits