

Role Profile

Part A - Grade & Structure Information

Job Family Code	12BF	Role Title	Senior Service Designer
Grade	PS12	Reports to (role title)	Head of Design
		Directorate/School	Customer, Digital & Change
JE Band	519-613	Service/Department	Design & Transformation
		Date Role Profile was created	Jul-24

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	<p>Use methods of human centred design/ design thinking to lead innovation, design and digital activities to improve the experience of everyone we support, whether they be staff, residents or partners.</p> <p>Collaborate with internal and external stakeholders to design and embed new ways of working that reduce costs and deliver better services for users. Champion user-centred design within the organisation to ensure the team's practices and behaviours focus on the needs of the user.</p> <p>Work strategically on end-to-end services to deliver improved service outcomes and cost savings. Collaborate with change, transformation and service colleagues to reimagine services, design process improvements, and define new business processes.</p> <p>Compile user research into actionable insights and map user journeys to make informed decisions about user needs. Use quantitative and qualitative data to produce designs that meet user needs and provide a persuasive case to influence stakeholders.</p> <p>Develop ideas and design concepts using sketching, prototyping, and iterative design to create effective solutions. Communicate ideas and explain design decisions clearly to stakeholders to build consensus and support for design choices.</p>
Work Context	<p>This role will be part of Surrey's new Customer Transformation Programme. It is a new role which will be pivotal in working collaboratively with stakeholders across our varied functions, leading work to design services with an emphasis on financial sustainability, customer focus and aligned to The Surrey Way. The role will initially be focussed on projects within the Environment Infrastructure and Growth (EIG) workstream.</p> <p>The EIG workstream consists of a number of improvement projects which have developed from a range of feedback and analysis. The "Customer Journeys" project was set up as a cross-cutting project to analyse and identify potential improvements across 6 initial priority areas which then draw in expertise from the leads of EIG's other projects for delivery of improvements. The initial areas identified are:</p> <ul style="list-style-type: none"> •Permits & Licences •Streetworks •Trees & Vegetation •Road Safety •Dropped Kerb / VCO •Passenger Transport <p>The post holder will work as part of a multi-disciplinary Design & Transformation team solving complex experience and service design challenges across the organisation and contributing to design concepts for public services that are inclusive, accessible, cost effective and sustainable.</p> <p>This role requires a high level of collaboration expertise to enable the Council to create a culture and working environment that supports creativity and embraces critical challenge to constantly improve how we organise and deliver our services. They will be expected to stay up to date with and apply best practice approaches in design to maintain high standards and innovation.</p>
Line management responsibility if applicable	No direct line management but may be required to oversee or supervise project team members and may be required to line manage a small team in the future.
Budget responsibility if applicable	No direct budget accountability but will be required to analyse information and make recommendations to facilitate informed decisions making by others in respect of programme and project budgets.

<p>Representative Accountabilities Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> Identify issues, trends and opportunities that may have an impact in their area of responsibility to enable appropriate action to be taken. Lead the development of policy in the own area of specialism, contributing to the delivery of organisational objectives. <p>Service Delivery</p> <ul style="list-style-type: none"> Evaluate existing service provision taking account of feedback and broader external developments, to ensure innovative solutions are proposed to maximise service quality, efficiency and continuity. Apply specialist expertise and use judgement to make decisions where solutions are not obvious, to deliver services that meet customer requirements and service standards. Drive change and embed new ways of working to ensure high quality service delivery and value for money. <p>Planning & Organising</p> <ul style="list-style-type: none"> Develop and ensure implementation of operational plans and play a key role in the formulation of strategic longer term plans for the area to fit broader functional and organisational strategy. Lead major projects and reviews and represent the business area in internal and/or external initiatives to enhance reputation and service delivery. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> Manage allocated budget/resources/funding effectively and flexibly and control all related expenditure to ensure delivery of targets/objectives within budget. Contribute to resource and budget planning within own area. <p>Work with others</p> <ul style="list-style-type: none"> Liaise internally and externally at senior levels to establish service requirements and priorities and ensure the department/service issues are appropriately represented and acted upon. Work with managers, service representatives and partners to identify and apply cost effective means of delivering improvements to business processes and strategies. <p>People Management</p> <ul style="list-style-type: none"> Manage a group of staff across a function/service, or as a significant part of a wide function to ensure all relevant annual targets and goals are delivered within budgetary/resource constraints. Lead, motivate and develop individuals using a coaching approach, to better meet current and future requirements. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety & Welfare: To be responsible for ensuring health & safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> Degree or equivalent professional qualification plus experience at management level in a specialist area. Knowledge of the principles of change management, project management and continuous improvement, and their practical application. Authoritative knowledge of the work practices, process and procedures relevant to the role including broader sector/commercial awareness. Ability to manage budgets and resources to deliver effective support to their area of responsibility. Strong written and oral communication and interpersonal skills with high level negotiation and influencing skills and the ability to work collaboratively with internal and external partners/professionals. Comprehensive knowledge of computerised business systems. Understands how to inspire and motivate others. Advanced problem solving and analytical skills with the capacity to devise and implement practical and creative solutions. Wide experience in successful leading, coaching, mentoring and developing of staff.
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<ul style="list-style-type: none"> Educated to RQF level 6 (bachelor's degree) in Design or equivalent by experience. Solid track record of recognising unnecessary complexity in services, designing improvements and defining new business processes. Substantial experience of translating user research findings into user insights that can inform design concepts and decision making. Substantial experience of developing ideas using sketching, prototyping, iterative design and using testing tools to make sure prototypes and services meet user needs. Experience of working at pace using agile methods in technical and complex environments.

Role Summary	<p>Roles at this level are substantial management roles, they are either managing a multi functional support service within one of the organisation's service areas, or coordinating a specific business development or advisory area. This may involve significant coordination of complex or diverse services, e.g. leading business support services to professional teams, or coordinating teams carrying out specialist advisory or administrative services. More specialised roles will require a full understanding of a professional or specialised field and will work with those both inside and outside the organisation, to influence the development of services or delivery of specific projects or organisational objectives. They will provide overall guidance to more junior managers in terms of planning, service standards and resources which underpin service level agreements. Planning takes place over a one year horizon. They work closely with customers, staff, agencies and/or contractors to ensure that the services meet and exceed expectations. Roles at this level require extensive management experience and high level expertise. They exercise flexibility and independence for decision making within their particular functional area, working to broad parameters and policy guidance. Roles at this level are accountable for the professionalism of service delivery under their remit.</p>
Reference Number	BM-2024-202

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