

Post Specification

Date	December 2023
Post Group Number	7178
Post Title	Senior Digital Service Design Officer
Job Family	Organisational Support
Job Family Role Profile	OS16
Final Grade	Grade 16

To be read in conjunction with the job family role profile

Service Area description

This is a key role in the Digital and Innovation team. The team is responsible for developing and improving our customers' digital experiences, supporting the Council's ambition of enabling increased self-service, creating end-to-end digital services that are engaging, appropriate and accessible and ensuring that our customer design principles are at the heart of change.

Purpose of this post

The post holder will be responsible for managing the Digital Service Design team, acting as a deputy for the Digital and Innovation Manager. You will be responsible for leading the development and management of projects and plans to support the delivery of the Digital workstream of the Customer and Digital Programme. You will be working with services across the Council to develop and deliver service redesign projects and act as a champion for digital solutions, ensuring that the customer is at the heart of everything we do.

Key job specific accountabilities

1. Contribute to decisions on the strategic direction of the Digital Service Design function, working with the Digital and Innovation Manager to develop and deliver ongoing programmes of work in support of the Council's vision of a digitally enabled organisation.
2. Manage and maintain close working relationships with services to identify (and support/facilitate others to identify) challenges that could be met through innovative service design solutions. This may include analysing demand and failure within a service, identifying root causes for that failure, framing problems, identifying desired outcomes and key measures.
3. Lead in the evaluation of service design projects, working with the Digital and Innovation Manager, and the Customer and Digital Programme and Enabling Services Boards to analyse the benefit of changes made (both financial and non-financial) to raise the profile of service design and agile working practices within the organisation and persuade people at all levels of the value of being user-centred and the importance of design in policy and service delivery.
4. Providing expert professional advice on digital service design and opportunities for utilisation of the council's low code platform, contributing to the use and allocation of resources within the Digital Service Design team and building a compelling case for design work within service areas. Provide advice to tenders and procurement activity.
5. Provide strong leadership to establish and actively establish and manage an internal network of "Citizen Developers" across theHa authority to support the roll-out of user-centred service design

6. Support the development of effective and good working relationships with stakeholders and elected Members and support the maintenance and enhancement of the service's reputation internally and externally.
7. Undertake best practice research nationally to identify and make recommendations on new and innovative processes and technology systems that will improve customer service delivery with a focus on benefit realisation including improved customer outcomes and efficiencies.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	Work to defined budgets
Staff Management Responsibilities	Organise and co-ordinate the Digital Service Design team and staff and managers within and across various teams to deliver business benefits.
Other	

Essential Criteria - Qualifications, knowledge, experience and expertise

- Qualified to degree level or equivalent in a related subject.
- Substantial experience of managing and supporting projects and/or programmes of change in a large and complex organisation. Leading teams and individuals to deliver change
- Proven track record and expert in digital transformation
- High level of influencing, negotiation and interpersonal skills.
- Experience of working in partnership and/or in a political environment with evidence of negotiation and influence. Politically astute in a rapidly changing environment.
- Experience of user centred service design
- Proven experience in applying Agile principles and tools in practice
- Ability to advise on resources to deliver agreed work programmes and reporting on effectiveness/efficiency
- Ability to challenge existing practices in a constructive way to encourage others to embrace new disciplines and challenges.
- Ability to analyse and interpret statistical, performance and other business information and to effectively communicate key issues that arise from this and make recommendations.
- Experience of engaging and working with external suppliers to deliver service improvements through an improved use of technology and improved ways of working
- High level communication skills and the ability to write robust, analytical, coherent and accessible reports
- Experience of process mapping and assessing performance levels of current service delivery and proposed services for transition. Associated development of measures for identified improvements from "as is" to "to be" state

Strong stakeholder engagement skills with the ability to drive actions through to delivery. Focussing on service improvement through the improved use of technology and associated efficiency delivery.

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	Challenging behaviours and ways of working, dealing with staff sensitivities
Physical Demands	Normal effort required.
Working Conditions	No additional demands.
Other Factors	

