# Job Description

| Job Title:<br>**Digital Service Design Manager** | **Service Area**:<br>Digital | |
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| **Directorate:**<br>**Digital** | **Post Number:**<br>**Fusion** | **Evaluation Number:**<br>7245 |
| **Grade: PO7** | **Date last updated:** 16/05/24 | |

**People at the heart of everything we do**
We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

**Equality and diversity**
We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

**Protecting our staff and services**
Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

**Corporate parent**
We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

**Overall Purpose of Job**

1. To lead projects across the council to specify and design end-to-end digital offerings for our services, across all channels: help to define user needs, business objectives, scope, constraints, evaluation and prioritisation of user stories and identification and mitigation of design challenges

2. To be an active member of the Digital Service Management Team, to work collaboratively with colleagues and external stakeholders to achieve our service plans and priorities.

3. To lead  project staff/teamsdirect and matrix manage to deliver a safe, high quality, cost effective and timely service to designing and delivering digital products for a range of services enhancing the customer experience and resolve first time .

4. Lead a highly proficient creative design service to streamline the customer journey and experience via user friend modern digital technology, and be able to communicate via technology that makes the users experience seamless and hassle free

5. To line manage Digital Service Designers

6. Take responsibility for the management and skills development of the allocated staff and ensure performance appraisal procedures are carried out and that there is full compliance with the Council's HR policies and procedures, including sickness absence, conduct, capability, business reorganisation and Health and Safety.

7. Lead and advise service areas to identify how Digital solutions can address service challenges, helping them to streamline process as well as understand their interconnection with the rest of the council, improving and creating an excellent customer experience

8. lead manage and implement views of all parties, including end-users, managing conflicting priorities, ensuring they are fully considered, verified and validated and that appropriate prioritisation is applied to meet business objectives and agreed system design.

9. Manage the iterative design and development process, to redesign end to end services through the introduction of Digital solutions, providing expertise in the optimisation of accessibility and usability, ensuring that solutions align with Digital Service standards

10. Create, lead and manage the evaluation and impact analysis, providing specialist digital service design expertise and advice on design options, taking account of different levels of sophistication for different users (e.g. web-based systems and business systems)

11. Create and manage the development of service patterns across the organisation which encompass not just digital service delivery but all channels and methods of access; patterns must balance user need, business need and technology constraint as well as balancing pragmatic design with ideals. The role will develop end to end digital services using

12. Lead, create and facilitate service design, systems thinking and other methodologies and techniques within complex, cross-cutting customer journeys.

13. Solution focused towards resolutions, a desire to listen to many diverse voices, to pause and reflect, to embrace and understand the complexity and to design solutions with residents and staff.

14. Highly proficient in creating and sustaining excellent working relationships with, and be able to communicate verbally and in writing to, all senior and junior members of staff and other organisations.

15. Manage staff in project teams with a professional, lead-by-example approach and be excellent in motivating and developing teams. Able to coach and guide service designers to facilitate methods with service colleagues and guide and coach them through design challenges.

16. You will be a top advocate of collecting and listening to the resident voice as a key component of designing transformative, innovative ways of delivering services.

17. To ensure the effective management of data and security of information received and used in Digital Service Design complies with the relevant legislation such as GDPR and the Freedom of Information Act recognising that the Council wishes to operate in the most open and transparent way.


Job Summary

Key Tasks and Accountabilities:

*Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.*

To undertake all responsibilities listed below:


1.     The post holder will report into the Head of Digital, Data & Digital Democracy

2.     Deputise for the Head of Service, when necessary, and work with the Head of Service to progress the service's strategic aims.

3.     The postholder will develop and manage the strategy for Digital Service Design approaches across the organisation

4.     The post holder will have budget responsibility for research, programme and project functions within the remit of the post.

5.     The Council is moving towards becoming a community wealth building based organisation. This will involve moving away from traditional service delivery towards providing services in a more innovative, resident outcome focussed manner, in order to achieve better opportunities. Newham Sparks aims to work with services across the council to collaborate on the delivery

6.      The role will provide senior leadership and manage the building of service design, user research and user experience teams and community engagement within Newham; hire team members, set standards of practice and behaviour based on modern industry standards and your experience; run events and give development opportunities; manage project staff; manage performance and take an interest in the teams career development

7.      The post holder may be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and elected Members, and external bodies.

8.      The post holder will be a professional lead for Digital Service Design and Systems Thinking within the council and coach knowledge, awareness and mind-sets to service design colleagues.

9.      The post holder will oversee set up and lead a Digital Service design community of practice and identify and contribute to other service design networks.

10.     The post holder will be the council's lead specialist, creating  and iterating digital service design and user research methodology and approach to tackle complex design challenges and opportunities.

11.     Respond to Digital Service Design challenges including cost reduction strategies as they emerge working across the Council and partners to exploit collaborative opportunities for improved efficiency and economy of service

12.     The post holder will provide senior leadership and management across delivery of programme and projects, documenting the scope of define, discovery and design work packages and providing bespoke approaches to tackle them.

13.     The post holder will manage best practice on the development and implementation of digital service design projects for the organisation

14.     The post holder will understand and solve complex digital service design challenges within the context of council corporate plan programme visions and objectives.

15.     The post holder will ensure through excellent verbal and written communication skills that stakeholders at every level in the organisation are engaged. Help experts identify outcomes and ensure that the resident and professional voice is at the forefront of design work.

16.     The post holder will be responsible for leading services in the wider organisation through digital service design processes and coaching interested, passionate individuals and teams, where appropriate.

17.     To undertake other duties commensurate to the grade of the post.

# Personal Specification

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**IMPORTANT INFORMATION FOR APPLICANTS**

The criteria listed in this Person Specification are all essential to the job.  Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown.  If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted.  Please give specific examples wherever possible.

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**EQUALITY AND DIVERSITY**

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**PROTECTING OUR STAFF AND SERVICES**

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

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| CRITERIA- Essential | METHOD OF ASSESSMENT |
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| **KNOWLEDGE**:<br><br>• Have a thorough understanding of Digital Service Design and the key practices, methodologies and mind-sets needed | Application Form/Interview/Test |
| • Understanding of user research principles, practices and methods | Application Form/Interview/Test |
| • Understanding of product development methodology, frameworks and principles including the governments DDaT framework. | Application Form/Interview/Test |
| • Can apply a digital understanding to new and existing workstreams/projects. Has the ability to identify and implement digital and automated solutions. | Application Form/Interview/Test |
| • The ability to interpret data to maximise service performance and strategic direction. | Application Form/Interview/Test |

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| • Knowledge and awareness of the issues relating to communities from different ethnic and cultural backgrounds and Equal Opportunities. | Application Form/Interview/Test |
| • Understanding and knowledge of the workings of local government and including its legal, financial social and political context, political processes and the current issues faced in a multi-cultural area. | Application Form/Interview/Test |
| **QUALIFICATIONS**: | |
| • Ideally educated to degree level and/ or holds a relevant professional qualification, although consideration will be given to those applicants without these qualifications, but who can demonstrate they have worked at a similar level. | Application Form |
| • Experience of working as a Service Designer on local government/public sector change and digital transformation programmes and/or projects, or delivering social innovation in the private sector and delivering benefits (outcomes and financial). | Application Form |
| **EXPERIENCE:** | |
| • Experience working in multidisciplinary teams to design and build digital services and improve existing service delivery | Application Form/Interview/Test |
| • Experience delivering prototype interactions and wireframes against time constraints to help unlock creative thinking in a team | Application Form/Interview/Test |
| • Experience of managing complex digital service design projects and programmes in large organisations | Application Form/Interview/Test |
| • Experience of facilitating cross-organisational work, helping disparate parts of an organisation to map and understand its interdependencies | Application Form/Interview/Test |
| • Proven experience of building positive relationships with a range of both internal and external stakeholders, understands political drivers and the role of Members. | Application Form/Interview/Test |
| • Experience in community building and management | Application Form/Interview/Test |
| • Experience coaching senior leaders in a non-agile organisation how to embrace service design and user focus | Application Form/Interview/Test |
| • Experience of budget management | Application Form/Interview/Test |
| **SKILLS AND ABILITIES** | |
| • Able to use a range of practices and techniques to co-create impactful initiatives products, and services. | Interview/Test |
| • Able to act as a recognised Digital Service Designer and | Interview/Test |

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| advocate for the approaches, continuously reflecting and promoting new ways of working. | |
| • Able to foster good relationships, communicating with stakeholders at all levels. | Interview/Test |
| • Able to work collaboratively in a group, actively networking with others. Able to adapt feedback to ensure it's effective and lasting. | Interview/Test |
| • Able to use your initiative to identify problems or issues and rectify them. | Interview/Test |
| • Able to apply a digital understanding to your work. Able to identify and implement digital and automated solutions. | Interview/Test |
| • Able to use a variety of prototyping methods. Able to share best practice and coach others. | Interview/Test |
| • Able to give direction on which tools or methods to use. Able to demonstrate experience in meeting the needs of users across a variety of channels. | Interview/Test |
| • Able to use and apply data and management information to achieve continuous service improvement | Interview/Test |
| • Excellent verbal and written communication skills | Interview/Test |
| • Able to negotiate and develop effective proposals. | Interview/Test |
| • Able to be analytical, view complex issues with clarity and make management decisions that are objective, impartial and evidence based. | Interview/Test |
| **OTHER SPECIAL REQUIREMENTS:**<br><br>• This post is subject to an enhanced DBS check. | Satisfactory clearance at conditional offer stage. |