

# JOB PROFILE FORM

## 1. JOB DETAILS

Title: Senior Service Designer

Team / Division / Group: Service Design/Customer Experience/Services Futures

Current Incumbent/s: Vacant

Reports to (Name / Title): Head of Service Experience/Divisional Manager/Customer Experience/Service Futures

Person Completing Form: Jordana Blank

Date of Completion: February 2022

## 2. JOB INFORMATION

While this information can be retrieved from existing position descriptions, this is an excellent opportunity to review and refine this information (note: any changes to the intent of the job should be discussed with the person in the role).

Job Purpose (50 words or less):

Apply human centred, service design to design customer and employee experiences that optimise service delivery and help the business achieve its strategic objectives.

Responsibilities:

### **Design**

Contribute to innovating and solving service design challenges in creative and human-centric ways, that result in better customer experiences, using:

- Excellent understanding of different service design thinking and service design process, tools and methods with ability to select appropriately
- Excellent ability to generate meaningful concepts at an appropriate level of fidelity

Generate ideas and create concepts:

- Solve challenges in creative and human-centric ways to create end-to-end holistic user experiences
- Design and recommend improvements that maximise customer and business outcomes
- Deliver research intent by translating implications of research insights for design, translating insights into service design solutions or improvements
- Collaborate with other design specialists (e.g. UX/UI, graphic design, developers) to design interconnected, wholistic services for customers.
- Collaborate with all stakeholders to ensure decisions achieve optimal business outcomes and do not have unwanted consequential impacts.
- Facilitating and contributing to the generation, critique and iteration of services across various touch points, channels and entire eco-systems

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- Participate/lead the delivery of service design projects, goals and deliverables in collaboration with CX Lead, business owners and key stakeholders
- Undertake BAU initiatives
- Support with developing the design capability of junior staff

## **Research**

Support the team as required to understand customer experience challenges, customers' expectations, current behaviors, motivations, needs, plus systems/processes associated with YVW services and experiences. May involve:

- Recruit research participants
- Gather, analyse and synthesise data
- Generate and translate insights
- Communicate insights, using visual, written and verbal skills
- Manage data collection schedules, raw data in written, photographic, audio or video formats.

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## 3. PRE-EMPLOYMENT REQUIREMENTS

If hiring someone into this position what attributes MUST the incumbent have? i.e. qualifications, licenses, previous experiences, etc...

Qualifications / Certificates	Bachelor / Master of Design (non-mandatory)
Licenses/Tickets	
Experience	Minimum 3 years' experience leading the design of user experiences, services/service systems or products Public sector highly regarded
Other	Design Thinking, Human Centered Design, Research Training

## 6. JOB SPECIFIC REQUIREMENTS

The Capability Framework defines common and core capability within the organisation. It does not seek to define every capability. For this reason, capabilities that are specialised or unique are not defined within the Capability Framework. This section is to capture and document these specialised and unique requirements.

Deeply empathetic  
Prolific ideas generator  
Effective prototype creator  
Creative solution designer  
Implementer of transformative change

## 7. RELATED JOBS

PEEPS will hold career path information for jobs within the organisation. This will feed into the PEEPS career and succession planning functionalities. For this job, consider what jobs within the organisation precede and proceed this from a career pathways perspective. Feel free to enter more than one job.

Role before (Name, Team, Division)	Designer Service Designer Senior Designer
Role after (Name, Team, Division)	CX Business Partner

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