

## **Job Profile**

**Job Title: Experience Lead**  
**Job Grade: Level 6, Zone 1**  
**Salary Range: £66,573 - £79,782**

### **About Camden**

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

You will be leading design across Camden's digital estate and playing a critical part in the redesign of complex, interdependent services, working in the open with the user at the centre of all you do, including working across multiple teams and across all channels within a service.

### **About the role**

Reporting to the Head of Digital Products and Services this is a senior management role. You will play a leading role in overseeing design across Camden's digital estate, supporting us to deliver 21st century services based on a clear understanding of citizens' needs. The role will lead product, content design and the development of Camden's design system, building the culture and ways of working of new multidisciplinary teams which will support a radical shift in our ability to solve complex social and economic challenges.

You will play a senior advisory role across a number of teams and areas of focus across Camden. You will be expected to form strong relationships with key stakeholders, influencing and provide leadership, with responsibility for forward planning to future proof our design work through the development of ways of working that enable future solutions to be developed more quickly to high standards. You will take responsibility for budgeting, estimating, planning and objective setting for the digital design team.

You will work with strategy and policy design teams to help build capability across Camden to work in design-led ways, coaching and supporting staff to build on existing strengths and develop their practice.

You will work with other teams within the Digital and Data Service to identify key priorities and expertise required to deliver a portfolio of work.

The successful applicant will design and lead major programmes of work that support us to make a step change in delivery of our Camden's ambitions. The role will lead a team of professional designers (content and product) as well as our user researchers. It

will work closely with other design leaders across the organisation, to transform the Council's approach to policy and service development, ensuring that citizens' needs are at the centre of our approach.

### **The role Experience Lead:**

You will lead major programmes of work that support our vision for a 21st century council that delivers on our digital strategy. This role will build teams that help drive design thinking across Camden and developing and embedding its ways of working.

The post holder will have experience of user-centred design, product design and digital innovation at a senior level. You will have overall accountability for setting strategic vision and direction for design and managing design standards across the digital estate.

You will have an understanding and experience of managing a Design System with the relevant governance. You will lead on implementing a Design System within Camden to provide a single source of truth for components, patterns, and styles that unify disjointed experiences so that they are visually cohesive and appear to be part of the same ecosystem.

You will have a clear track record for translating strategic thinking into programmes of work that make a difference on the ground.

Managing stakeholders; influencing and shaping stakeholders' objectives. Working with senior leaders to support a future vision and priorities for a service transformation or new service development across Camden.

You will build a design team: hire team members, set standards of practice and behaviour based on modern industry standards and your experience; run events and give development opportunities; line manage members of staff; manage budgets estimating, planning and objective setting. You will lead team performance and take an interest in your team's career development.

Working with other members of multidisciplinary teams, you will specify and design end-to-end digital services for our most complex and interdependent services: helping to define user needs, business objectives, scope, constraints, evaluation and prioritisation of user stories and identification and mitigation of design challenges.

You will have direct responsibility for working as part of a multidisciplinary team to identify, understand and validate through prototyping, opportunities for new and amended products, services and technologies. You will champion design as key to transformation, you will be building relationships with leaders and teams to explain the benefits of user-centred design, helping service areas to map and see opportunities to transform their areas and coaching them to build ambitious plans. You will be mapping service and user journeys, helping services understand opportunities to transform; prototyping and wireframing interactions to help design new services.

You will ensure that views of all parties, including end-users, are fully considered, verified and validated and that appropriate prioritisation is applied to meet business objectives, take a lead role in the iterative design and development process, providing expertise in the optimisation of

accessibility and usability, ensuring that solutions meet the Government Digital Service Standard, take part in user research, using data and narratives you learn to better design and iterate services. Assist in team hiring and community development and evaluate and undertake impact analysis on design options taking account of different levels of sophistication for different users (e.g. web-based systems and business systems).

Building 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 post-holder may be required to deputise for the Head of Digital Products and Services from time to time.

To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.

Define and create approaches to design delivery within Camden, including coaching others from across Camden in best practice

### **About you**

Highly experienced designer with significant industry experience in leading complex developments and large teams. You will have a deep understanding of design principles, practices and methods of product development, frameworks and principles. This will be supported by:

### **Knowledge**

- Influencing, persuasion, communication
- Data and evidence-driven decision making
- Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices
- Understanding user research principles and benefits
- Knowledge of the cross-government DDAT framework
- Knowledge of systems thinking
- Understanding the history of service design
- Coaching and mentoring

### **Skills and Abilities**

- Ability to guide design decisions for complex product and service areas, helping senior stakeholders see opportunities and leading process change and plotting a path forward
- Adept at building high-performing design teams

- The ability to understand technical complexity and risks, run collaborative design activities, influence senior leaders and others.
- Ability to manage risk, and explain the trade-off between complex risk factors to find simple ways forward
- Ability to prototype in different ways: on paper, in static code or in conversation
- Ability to build clear visualisations of service and user journeys to help teams plan and prioritise work
- Able to build great relationships with a wide range of disciplines
- Relentless user focus, with the ability to contribute to user research and the translation of user feedback into design decisions
- Desire to take an active part in the cross-government digital and design community.
- Ability to coach teams in agile ways of working
- The ability to apply digital ways of thinking to non-digital problems
- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.

## **Work Environment**

- Hybrid - from home and up to three days per week at 5 Pancras Square, London N1C 4AG

## **People Management Responsibilities**

- Building and leading our design team within products and services; hiring a diverse team; setting behavioural standards and good practice; taking responsibility for professional development of the design team and managing performance robustly
- Line management of 9 professionals including content designers, product designers and site producers.
- Support more junior members of the team to set the direction of our products and lead colleagues to deliver product strategies

## **Experience**

- Experience working in multidisciplinary teams to design, build and improve digital products and services of which they are a critical part
- Experience delivering prototype interactions against time constraints to help unlock creative thinking in a team
- Proven experience of building positive relationships with a range of both internal and external stakeholders
- Experience leading design crits and community sessions
- Experience coaching people in a non-agile organisation on how to embrace design and user focus
- Experience leading design teams to help an organisation understand and solve large, complex problems

## **Relationships**

- Internal at all levels including executive, senior officer, officer and members.
- External, including local government, voluntary sector, public, private, membership bodies and professional bodies.  
To represent Digital Product and Services and the Council at national and international level.

### **Over to you**

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk.

### **Is this role Politically Restricted?**

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

### **Diversity & Inclusion**

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

### **Agile working**

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK ([www.HireMeMyWay.org.uk](http://www.HireMeMyWay.org.uk)). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

### **Asking for Adjustments**

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at [resourcing@camden.gov.uk](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG,