**Job Profile**

**Job Title: Principal Service Designer**

**Job Grade: Level 6 Zone 1**

**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 the service design 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 Transformation this is a senior management role. You will play a leading role in overseeing service design within Camden’s DNA, supporting us to deliver 21st century services based on a clear understanding of citizens’ needs. The role will lead service design practice, building the culture and ways of working of a new team which will support a radical shift in our ability to solve complex social and economic challenges.

Managing a number of teams across Camden. The post holder will be expected to perform at SFIA Level 6 initiating and influencing and provide leadership and be responsible for forward planning to future proof the service design. You will take responsibility for budgeting, estimating, planning and objective setting for the Service Design operation.

The postholder will build capability across Camden to work in design-led ways, coaching and supporting staff to build on existing strengths and develop their practice.

The successful applicant will design and lead major, complex programmes of work that support us to make a step change in delivery of our Camden 2025 ambitions. The role will lead a team of professional designers (service 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 of the Principal Service Designer:**

You will lead major programmes of work that support our vision for a 21st century council that delivers on the ambition of Camden 2025. This role will build a team, working with Directors and Head of Service, driving design thinking across Camden and developing and embedding its ways of working.

The post holder will have experience of service design, user centred design or digital innovation at a senior level. You will have overall accountability for setting strategic vision and direction for service design and managing design standards for the whole organisation.

The role will lead service design practice across Camden, building the culture and ways of working of a new expanding team which will support a radical shift in our ability to solve complex digital, design, social and economic challenges.

The role will lead service design professionals alongside Heads of service and other senior agile roles that can drive work at pace while maintaining wellbeing of the people. Leading the policies, activities and service improvements required to deliver strategic vision and direction. It will lead other design leaders across the organisation, to transform the Council’s approach to service design, service development and service delivery, ensuring that citizens’ needs and user centred design are at the centre of our approach.

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 and lead a service design team and community at the LB Camden: 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 for the service design operation. 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 service processes and technologies. Championing service design as key to transformation, you will be building relationships with leaders and teams to explain the benefits of service 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 work with service areas to map their business flows, inspiring their ambition and helping them to streamline process as well as understand their interconnection with the rest of the council, prototypes services and interactions to help service areas understand the possibilities of transformation. Use different prototyping methods for different needs; help services to understand how to make prototypes turn into services.

Leading on organisational change, overseeing and enabling the change required to deliver new or improved services. Leading on continuous service improvement; challenging how things work and identifying further opportunities for service improvement across all parts of Camden inclusive of systems, processes and end-user experience. Creating and reusing consistent service patterns to support how a service functions and can operate more effectively.

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 will be required to deputise for the Head of Digital Transformation 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.

**About you**

Leading expert in the field of service design with significant industry experience. You will have a deep understanding of service design principles, practices and methods and of product development methodology, 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 in complex service areas, helping senior stakeholders see opportunities and leading process change and plotting a path forward
* Adept at building high-performing teams
* The ability to understand technical complexity and risks, run collaborative design activities, influence senior leaders and others.
* Ability to help services build and deliver on transformation vision
* 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.

**Experience**

* Experience working in multidisciplinary teams to design and build services and improve existing service delivery
* Experience delivering prototype interactions against time constraints to help unlock creative thinking in a team
* Experience of managing service design projects and programmes in large organisations
* Experience of facilitating cross-organisational work, helping disparate parts of an organisation to map and understand its interdependencies
* 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 service design and user focus
* Experience leading service 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 Services and the Council at national and international level.

**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](http://camdocs.camden.gov.uk/HPRMWebDrawer/Record/8081811/file/document?inline).

**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). 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 or post to 5 Pancras Square, London, N1C 4AG,