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|  | Job Title:**User Experience (UX) Service Designer**Post Number: 1.11.4.3969  | Health and Safety Executive |
| Location: **Nationwide, with regular travel to national locations, including Bootle Headquarters** | HSE Equivalent Band: 3 |
| Project/Programme of work :  | Division OSD |
| Cost Centre : 10442123 |  |
| **Overall Purpose:**The User Experience (UX) Service Designer will play a key role in defining, building and implementing the future service blueprint for future regulation services. The User Experience (UX) Service Designer is responsible, at a project/programme level, for ensuring that the services that HSE delivers to its customers and stakeholders is user centric, insight driven and supports a coherent, consistent and compelling end-to-end experience. We are driving innovation and transforming our technology to deliver our vision, and you will play a key part in defining, building and implementing a range of new services. You will be a key liaison point, working with other teams across the organisation, to translate user needs into practical user design and user interaction. This role requires the interpersonal skills to establish professional credibility quickly, and the energy and drive to deliver collaborative change.This is an exciting opportunity to help us lead, drive and deliver significant change across HSE, as part of a new and challenging transformation programme.  |
| **Key Responsibilities:**1. Lead the development of a blue-print for a number of complex, inter-dependent and inter-related services, that will meet user’s needs and business objectives.
2. Engage with business, digital, technical and business improvement teams to develop the roadmap for the future user interaction and service design, development and implementation.
3. Ensure a coherent, consistent and compelling experience for external and internal service users, across the end-to-end and front-to-back customer journeys, and identify opportunities to interface with the rest of government.
4. Collaborate with user researchers (UR) to agree key research activities that will inform service design and to prioritise customer needs using storyboards, journey maps and other tools.
5. Create and rapidly iterate both digital and non-digital service prototypes, working with UR and UX to test with users.
6. Ensure services are designed to GDS standards and will meet GDS requirements for service assessments, actively participating in the service assessment process.
7. Work with business improvement, customer insight, technology, and operations teams to ensure new services are designed and embedded with an iterative continual improvement approach.
8. Promote the service design perspective in discussions with teams and stakeholders, providing coaching and training to develop an understanding and culture of user-centered design.
9. Act as an ambassador for user interaction and service design. Develop, translate and communicate design principles, guidelines and best practice throughout HSE to build knowledge and optimise service design delivery.
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| **Essential Skills and Experience:** * Significant experience of leading user interaction and service design to develop end-to-end government services through a variety of channels that are simple and straightforward to use and accessible
* Experience of using a range of tools and methodologies to design complex, inter-dependent and inter-related services that are ‘end-to-end’ and ‘front-to-back’.
* Experience solving design and research challenges through collaboration and user participation.
* Demonstrate successful experience of taking products through an GDS service assessment
* Experience introducing service design and agile ways of working practices, teams or organisations, incuding engaging with stakeholders of all levels of seniority

**Key/priority Skills*** **Strategic thinking**. You can lead the design and implementation of strategy, directing the evaluation of strategies and policies to ensure business requirements are being met. (Relevant skill level: expert)
* **Leadership and guidance**. You can make decisions characterised by medium levels of risk and complexity and recommend decisions as risk and complexity increase. You can build consensus between services or independent stakeholders. You can identify problems or issues in the team dynamic and rectify them. You engage in varying types of feedback choosing the right type at the appropriate time and ensuring the discussion and decision sticks. You can bring people together to form a motivated team and help create the right environment for a team to work in. You know how to facilitate the best team make-up depending on the situation. (Relevant skill level: practitioner)
* **Communication skills**. You can listen to the needs of technical and business stakeholders, and interpret them in a way that is clear for both audiences. You know how to manage stakeholder expectations. You can be flexible and you are capable of proactive and reactive communication. You know how to facilitate difficult discussions within the team or with diverse senior stakeholders. (Relevant skill level: practitioner)
* **Facilitating decisions and risks**. You can work with higher impact or more complex risks. You know how to build consensus between services or independent stakeholders. You can lead others to make good design decisions. You know how to apply different risk methodologies in proportion to the risk in question. (Relevant skill level: practitioner)
* **Agile working**. You can identify and compare the best processes or delivery methods to use, including measuring and evaluating outcomes. You know how to help the team to decide the best approach. You can help teams to manage and visualise outcomes, prioritise work and work to agreed minimum viable product (MVP), print and scope. (Relevant skill level: practitioner)

**Other Skills*** **Community collaboration**. You know how to work collaboratively within a group, actively networking with others and varying feedback for the appropriate time to ensure the discussion sticks. You can use your initiative to identify problems or issues in the team dynamic and rectify them. You can pull out issues through agile health-checks with the team to provoke the right responses. (Relevant skill level: practitioner)
* **Digital perspective**. You have the ability to apply a digital understanding to your work. You can identify and implement solutions for assisted digital. (Relevant skill level: practitioner)
* **Evidence- and context-based design**. You know how to design systems for use across multiple services and can identify the simplest approach out of a variety of approaches. (Relevant skill level: expert)
* **Experience of working within constraints**. You can identify constraints and can communicate about these and work within them. You know how to challenge the validity of constraints. You can ensure standards are being met. (Relevant skill level: working)
* **Prototyping in code**. You can create static HTML and CSS prototypes. You know how to code for different screen sizes. You can version and host a prototype. (Relevant skill level: practitioner)
* **Prototyping**. You are experienced in using a variety of methods of prototyping. You know how to share best practice and can coach others. You can look at strategic service design end to end. (Relevant skill level: expert)
* **User focus**. You know how to give direction on which tools or methods to use. You are experienced in meeting the needs of users across a variety of channels. You can bring insight and expertise in how user needs have changed over time to ensure these are met by the business. You know how to apply strategic thinking in how to provide the best service for the end user. (Relevant skill level: expert)
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| **Proposed Sift Dates: Mid/End of June 2021****Proposed Interview Dates: End of June** |
| **Proposed Start Date: End of June/Beginning of July****Proposed End Date: End of December/Beginning of January 2022** |
| **Proposed Line Manager** **Proposed Line Managers Employee Number** **Proposed Time Sheet Authoriser** **2nd Time Sheet Authoriser – Task Manager to be defined**  |

**\*PLEASE NOTE: FEEDBACK WILL BE PROVIDED AT INTERVIEW STAGE ONLY**