



# HILLINGDON

LONDON

## Job Profile

Aug 2025

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<b>JOB TITLE:</b>	Service Designer
<b>GRADE:</b>	POB
<b>POST NO:</b>	
<b>JOB TIER:</b>	
<b>DBS CHECK:</b>	Standard
<b>DIRECTORATE:</b>	Corporate Services
<b>SERVICE:</b>	Digital
<b>REPORTING STRUCTURE</b>	refer to Appendix B for Org Chart
<b>Reports to:</b>	Service Design & Delivery Lead
<b>Direct Reports:</b>	none
<b>Indirect Reports:</b>	Plus any additional resources as required

### **ROLE PURPOSE:**

The Service Designer will lead and support methodical investigation, analysis, design and improvement of Council services, functions, systems and processes. The role combines business analysis, service design and data driven insight to define user centred requirements, improve end-to-end customer journeys, reduce cost, enhance performance, enable sustainable delivery and quantify potential business benefits.-driven insight to define user-centred requirements, improve end-to-end customer journeys, reduce cost, enhance performance, enable sustainable delivery and quantify potential business benefits.

The postholder will produce high-quality service design artefacts, including as-is and to-be process maps, business specifications, user stories, data analyses, business cases and UAT plans to support projects delivered through Agile or Waterfall approaches. The role involves working collaboratively with stakeholders at all levels, drawing insight from complex data, and challenging existing practices to co-design improved ways of working. -quality service design artefacts-is and to-be process maps, business specifications, user stories, data analyses, business cases and UAT plans-design improved ways of working.

To promote continuous performance improvement across the Council by working with services as determined by performance information and project demand to streamline systems and processes in support of the Council's Transformation Programme.

Will work collaboratively with services and senior managers across the Council on the as-is and to-be process mapping and data analysis to support business change in teams to support new ways of working.

# Job Description

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## 1. Resident & Community Contribution

- Demonstrate understanding of the Council's *Customer Care Standards* and ensure that these standards are met in order to deliver the Council vision of 'putting our residents first'.

## 2. People Management

- No direct supervisory responsibility however may be requirement to establish and coordinate meetings and task and finish groups, and to assist in induction and training of peers and new employees.

## 3. Operational Service Delivery

- Conduct investigative work to understand user needs, operational requirements, problems and opportunities.
- Lead requirements gathering using interviews, workshops, data analysis, process mapping and observation.
- Apply service design, business analysis, modelling and analytical tools, methods and standards.
- Document and redesign as-is and to-be processes; challenge embedded thinking to enable improved outcomes.
- Develop business cases and options appraisals identifying benefits, risks and return on investment.
- Structure, analyse and interpret large, complex datasets to inform design decisions.
- Create detailed business specifications, use cases, user stories and acceptance criteria.
- Lead in the development and execution of User Acceptance Tests (UAT) to ensure requirements are met.
- Support training, communication and implementation activity for new or changed services.
- Maintain high professional knowledge across business analysis, service design and data analysis disciplines.
- Identify, calculate and monitor benefit realisation.

## 4. Service Planning & Development

- Maintain knowledge of the current Team Plan and understanding of own contribution in order to ensure delivery of this plan.
- Support the development of the annual Team Plan, aligned to the Group/Service Plan(s), is developed, agreed, and communicated to team members in a timely manner.

## **5. Financial & Resource Management**

- Demonstrate cost-consciousness and identify any cost-effective changes to own way of working.
- 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.

## **6. Service Improvement**

- Identify, analyse and recommend improvements to ways of working.
- Contribute to Agile sprints and/or Waterfall delivery with a solution focused approach.
- Challenge outdated practices and propose innovative alternatives.

## **7. Contacts**

- Primary contacts will be with other officers within the Council, and service users, residents, and their representative bodies.
- Stakeholder engagement will include workshops, interviews, research and collaborative design sessions.

## **8. Additional Responsibilities**

- Complete other reasonable tasks in order to fulfill role purpose or as required by management.
- You may be required to undertake periods of on-call which are related to your role.

This profile/JD is not intended to be an exhaustive list of duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations will form part of this role.

# Person Specification

This person specification will be used for recruitment to this vacancy in LBH. It will form the basis of the application form, and candidates will also be assessed against aspects of this person specification at interview.

1. QUALIFICATIONS	ESSENTIAL	DESIRABLE
Educated to degree level or equivalent or relevant professional qualifications	✓	
Qualifications and Professional Membership requirements (e.g. CMS, CSPO, Agile Scrum Master certification)		✓
Evidence of continuing relevant professional and personal development.	✓	
2. EXPERIENCE	ESSENTIAL	DESIRABLE
Experience delivering business or service process improvement in complex environments.	✓	
Experience with modelling processes and using analysis tools (e.g. Visio, Office, analytics platforms).	✓	
Experience conducting interviews, workshops and user research.	✓	
Experience writing documentation including process maps, specifications, and user guides.	✓	
Experience developing and supporting UAT, test cases and scenarios.	✓	
Experience influencing and negotiating with stakeholders.	✓	
Experience working with complex datasets and performance information.	✓	
	✓	

<p>Experience working under Lean, Agile or structured project management approaches.</p> <p>Experience in public sector organisations.</p>		✓
<b>3. KNOWLEDGE &amp; SKILLS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<p>Strong understanding of business process re-engineering, service design and continuous improvement.</p> <p>Excellent problem solving and creative thinking skills.</p> <p>Strong data analysis, data preparation and visualisation skills.</p> <p>Strong IT skills including Word, Excel, PowerPoint and Visio.</p> <p>Ability to manage multiple projects through to completion.</p> <p>Excellent written, oral and interpersonal communication.</p> <p>Strong negotiation and influencing skills.</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

## **Our values**

### **Respect**

We appreciate what makes us different and include everyone.

- We recognise that we all have unique talents, skills and experiences.
- We provide a professional service to our residents and colleagues and lead by example.
- We celebrate diversity and ensure our working practices are inclusive.

### **Collaborative**

We believe in the power of working together.

- We work collaboratively as one council.
- We promote creativity and innovation to improve outcomes for all.
- We recognise the strength of sharing knowledge and experience.

### **Efficient**

We deliver the best possible outcome by carefully managing our resources.

- We are empowered to deliver the most efficient outcome.
- We harness new technology and tools to deliver our services efficiently.
- We look after our finances and maximise value for money for residents.

### **Integrity**

There is no gap between what we say and do.

- We choose what is right over what is easy.
- We trust and support each other to get the job done.
- We are responsible and accountable for our actions, both good and bad.

### **Open and honest**

We are transparent in the actions and decisions we take. We provide a safe space to have truthful discussions in a positive way. We encourage constructive feedback without fear of judgement.