

Post Specification

Post Specification - Key Information

- **Post Title:** Digital Service Design Officer
- **Date:** November 2024
- **Post Group Number:** PG7030
- **Job Family:** Organisational Support
- **Job Family Role Profile:** OS15
- **Final Grade:** 15

To be read in conjunction with the job family role profile.

Service Area Description

This is a key role in the Digital Innovation team. The team is responsible for developing and improving our customers' digital experiences, supporting the Council's ambition of enabling increased self-service, creating end-to-end digital services that are engaging, appropriate and accessible and ensuring that our customer design principles are at the heart of change.

Purpose of this Post

The post holder will be responsible for developing and managing projects and plans to support the delivery of the Digital workstream of the Customer and Digital Programme. You will be working with services across the Council to develop and deliver projects and champion digital solutions, ensuring that the customer is at the heart of everything we do.

Key Job Specific Accountabilities

- Lead and support the development and implementation of service design projects and programmes in support of change and digital programmes, including the development of business cases, project initiation and delivery documentation.
- Where appropriate, act as Project Manager for specific digital transformation projects to ensure successful delivery and achievement of benefits, working collaboratively with services, staff and managers to improve the delivery of digital services to customers.
- Identify and make recommendations on the business change needed to deliver the digital programme and ensure the delivery of maximum benefit to the organisation and its customers/service users.
- Influence new ways of working through challenging existing service provision and identifying opportunities for digital service improvements and potential efficiencies through the application of relevant and appropriate approaches.
- Design and deliver innovative and flexible interventions to enable tangible, measurable and sustainable outcomes to be achieved in support of the Digital programme

- Project manage the transition of services from internal directorates and possibly external organisations, ensuring a planned approach to identifying and realising cashable and non-cashable efficiencies.
- Undertake best practice research nationally to identify and make recommendations on new and innovative processes and technology systems that will improve customer service delivery with a focus on benefit realisation including improved customer outcomes and efficiencies.

Please note annual targets will be discussed during the appraisal process.

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Key Facts and Figures of the Post

- **Budget Responsibilities:** N/A
- **Staff Management Responsibilities:** N/A
- **Other:** N/A

Essential Criteria

- **Qualifications:**

Qualified to degree level or equivalent in a related subject.

- **Knowledge:**

In depth understanding of continuous improvement, performance management and quality assurance in the delivery of high-quality services.

- **Experience:**

Substantial experience of managing and supporting projects and/or programmes of change in a large and complex organisation. Leading teams and individuals to deliver change.

Experience of process mapping and assessing performance levels of current service delivery and proposed services for transition. Associated development of measures for identified improvements from “as is” to “to be” state.

Experience of leading a piece of work from identification to delivery with clear outcomes.

Experience of engaging and working with external suppliers to deliver service improvements through an improved use of technology and improved ways of working.

Experience of working in partnership and/or in a political environment with evidence of negotiation and influence.

- **Expertise:**

Demonstrate strong customer focus.

Ability to challenge existing practices in a constructive way to encourage others to embrace new disciplines and challenges.

Ability to advise on resources to deliver agreed work programmes and reporting on effectiveness/efficiency.

Ability to work on own initiative and to work as part of a team.

Ability to analyse and interpret statistical, performance and other business information and to effectively communicate key issues that arise from this and make recommendations.

Strong communication and negotiation skills internally and externally.

High level communication skills and the ability to write robust, analytical, coherent and accessible reports.

Excellent presentation skills and demonstrable use of ICT and other media.

Strong stakeholder engagement skills with the ability to drive actions through to delivery.

Focussing on service improvement through the improved use of technology and associated efficiency delivery.

Disclosure and Barring Service (DBS) Checks

- This post does not require a DBS check.

Job Working Circumstances

- **Emotional Demands:** Challenging behaviours and ways of working, dealing with staff sensitivities.
- **Physical Demands:** N/A
- **Working Conditions:** N/A
- **Other Factors:** N/A

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- None