

# Job Description

<b>Job Title:</b> Service Design and Insight Lead	<b>Department:</b> Assistant Chief Executive   Chief Transformation Officer
<b>Directorate:</b> Transformation	<b>Job Number:</b>  <b>JE Reference:</b> 6648
<b>Grade:</b> PO4	<b>Date last updated:</b> January 2023

## People at the heart of everything we do

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

## Equality and Diversity

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

## Protecting our Staff and Services

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

## Corporate parent

Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

## Overall Purpose of Job

- The Transformation Directorate addresses key strategic challenges, drives forward the Council’s priorities, radically transforms services and leads the development of innovative solutions to complex social issues. As a corporate team it works collaboratively across the organisation and where required with strategic partners.

- The Service Design & Insight Team, which sits within the Transformation Directorate, is responsible for designing new services or redesigning existing services to improve the outcomes better for people living and working in Newham whilst working well for the Council. The team uses a wide range of research techniques and insight from behavioural science to help understand and solve challenges and design services that are tested to ensure they deliver.
- As a key member of the Service Design & Insight Team, the Service Design and Insight Leads support and lead on the delivery of an iterative approach to service design projects, generating insight and using this to design and prototype services to produce positive, implementable change.
- The Service Design and Insight Leads provide flexible support across a range of projects and delivery areas, working with and supporting the Service Design and Insight Managers to deliver a programme of design interventions or pilots projects.
- You will lead on the co-creation, development and appraisal of unique concepts, working across multiple service areas that will require the building of strong partnerships that create a high profile and level of trust in the team and the Council in a complex and multi-faceted operating environment.
- You will provide design and insight expertise to colleagues in the Transformation directorate, change professional across the Council, and other staff members. This includes providing reports, advice and guidance to Newham Mayor, Cabinet, Councillors, Chief Executive, senior officers and services.
- The role significantly contributes to supporting operational managers understand people and systems, respond to evolving needs, spot opportunities to do things differently, test ideas, co-design new services, and develop an evidence base to inform decisions.

## **Job Context**

- The post holder reports to an allocated Service Design and Insight manager.
- The post holder has no budget responsibility but will be expected to work within budget parameters in a project or programme setting to an estimated potential of £250k. The focus will be to provide value for money and to support the delivery of efficiencies and potential savings.
- The post holder has no line management responsibility but will be expected to contribute to teams in a project or programme setting and to support and lead colleagues and partners through design processes through applying matrix management techniques and approaches.

- The post holder may be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and elected Members, and external bodies.
- The post holder has specific Health and Safety responsibilities in respect of the Service Design and Insight function.

## Key Tasks and Accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

1. Contribute to the development and delivery of a Service Design and Insight team work programme and project pipeline that supports the Council's ambitious plans for change and delivery of service excellence.
2. Support Service Design and Insight challenges as they emerge, working across the Council and partners to exploit collaborative opportunities for improved efficiency and effectiveness.
3. Generate insights based on research, customer journey and business process mapping activities, data analysis and sense making to test assumptions and understand a problem. Balance quantitative data about need, demand, socio-demographics and performance with qualitative information about residents that reveals their emotional experience, tells their stories, and provides the context of the world they live in.
4. Visualise data and information to enable people to engage quickly and easily with it.
5. Facilitate ideas generation, options identification and assessment, and support the development of new operating models and improved service delivery. Service designs need to balance resident need and experience with the Council's financial sustainability.
6. Lead projects with database analysts and data scientists who will develop uses of our data, including statistical models that can revolutionise business processes and contribute to service redesign.
7. Develop prototypes and pilots of services or service components to explore, learn and adapt and evaluate solutions before full implementation thereby de-risking innovation investment. Incorporate feedback of the prototypes to evolve the concept into a detailed solution.

8. Work collaboratively with people with lived experience, multi-disciplinary professionals, people who use, deliver or are most impacted by the service. Use creative participatory methods to enable people to meaningfully participate in research and design activity.
9. Ensure the effective management of data and security of information received and used in Service Design and Insight 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.
10. Encourage good practice and innovation by understanding current trends and new developments in Service Design and Insight.
11. Harness the Council's digital agenda to progress the efficiency of the team, improve the Newham customer experience and deliver benefits.
12. Discharge the relevant statutory duties and responsibilities in relation to Equality and Diversity, promote, and champion equality and diversity in the delivery of all Council activities, service provision and employment practice.
13. Participate in the Council's emergency arrangements at the appropriate level.

## Person Specification

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### IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

CRITERIA	ASSESSMENT METHOD
<b>QUALIFICATIONS</b>  Degree or equivalent work related attainment or experience.	Application Form
<b>KNOWLEDGE</b>  Good knowledge of service design methodology including mindsets, process and tools.  Knowledge of, or willingness to learn about, behavioural science and how to apply it to service design.  Knowledge and understanding of current developments and legislation and statutory requirements affecting local government.  Demonstrate an understanding of current challenges and opportunities in local government and of how Service Design and Insight can support in these areas.	Application Form/ Interview
<b>EXPERIENCE</b>  Significant experience of producing and supporting a variety of Service Design projects, in a large complex organisation, which	Application Form/ Interview

CRITERIA	ASSESSMENT METHOD
<p>improve customer experience and achieve organisational outcomes.</p> <p>Experience of leading service user, resident and stakeholder research and generating key insights.</p> <p>Experience of mapping customer journeys, devising service blueprints, developing low and high fidelity prototypes (covering non-digital or digital) and other service design project outputs.</p> <p>Experience of facilitating workshops and co-design sessions in person and online.</p> <p>Experience of leading pilots that test new or revised services within a real-world context.</p> <p>Experience of designing, setting up and running behavioural insight interventions is desirable.</p> <p>Substantial experience of delivering against set objectives and achieving corporate targets.</p> <p>Proven experience of working effectively with diverse partners and stakeholders, including people with lived experience.</p> <p>Demonstrable evidence of working in a team environment and delivering results.</p> <p>Experience of working with senior decision makers and management.</p>	
<p><b>SKILLS AND ABILITIES</b></p> <p>Ability to lead, motivate, and direct a cross-functional project workgroup/ team, encouraging them to meet project objectives.</p> <p>Demonstrable high level team working skills and a proven ability to work effectively across a range of disciplines and services.</p> <p>Excellent networking and influencing skills.</p>	<p>Application Form/ Interview</p>

CRITERIA	ASSESSMENT METHOD
<p>High standards of literacy, numeracy and communication skills, including excellent visual communication skills and report writing skills.</p> <p>Excellent facilitation skills, able to read the room, think on your feet, drive the conversations forward, and build consensus in the room.</p> <p>Ability to organise, plan and deliver stakeholder engagement activity (such as focus groups, workshops, surveys and interviews) to ensure views and requirements are captured.</p> <p>Ability to identify underperformance and inefficiency and make evidence-based recommendations for improvement.</p> <p>Ability to prioritise, manage workload and deliver objectives within agreed timeframes.</p> <p>Ability to align policies with delivery on the ground, translating strategy into detailed targets and plans.</p> <p>Ability to deal with difficult and sensitive situations.</p>	
<p><b>PERSONAL STYLE AND BEHAVIOUR</b></p> <p>Focused employee who is capable of engaging colleagues to achieve results.</p> <p>Highly professional with integrity and the ability to quickly establish credibility with senior managers and elected members, able to inspire confidence in self and service.</p> <p>Convincing in terms of a capacity to translate broad objectives into effective practical steps.</p> <p>Demonstrates a strong need to achieve, setting high standards for self and others.</p> <p>Uses political judgement and sensitivity.</p>	Interview
<p><b>OTHER SPECIAL REQUIREMENTS</b></p> <p>Willingness/ability to work out of hours.</p>	Interview