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| POSITION TITLE: | Service Design Lead | CLASSIFICATION: | Band 7 |
| REPORTS TO: | Customer Experience & Continuous Improvement Lead | CONTRACT: | Permanent |
| DEPARTMENT: | Customer Experience & Engagement | | |

OUR STRATEGIC CONTEXT

**PURPOSE**

Our organisation is accountable, sustainable and delivering effective services to our community.

VISION

Our community is a safe, inclusive and creative city that celebrates and embraces its vibrancy of cultures.

VALUES

Cooperation, Change and New Ideas, Learning, Achievement, Communication & Accountability.

COUNCIL PLAN

A thriving and unique place; an inclusive and healthy community; and a people-centred and future ready city.

HOW YOUR ROLE CONTRIBUTES

The Service Design Lead is responsible for driving customer-led service improvements within our organisation. The role focuses on working with business units across the organisation to use human centred design principles and tools to identify internal and external customer painpoints and identify solutions that deliver improvements for our community and organisation.

| RESPONSIBILITIES | KEY OUTCOMES |
|---|---|
| Service Design | <ul style="list-style-type: none"> » Lead cross functional teams to map end-to-end customer journey and processes » Lead Discovery including research and problem definition » Project manage the delivery of customer experience improvement recommendations |
| Stakeholder relationships and collaboration | <ul style="list-style-type: none"> » Partner with stakeholders to identify customer and organisational improvement opportunities based on customer insights » Proactively foster key strategic relationships to facilitate a partnership approach to service design improvement » Work as part of the customer experience team to drive an innovation and continuous improvement workplace culture, and contribute to the CX strategic direction |
| Reporting and Evaluation | <ul style="list-style-type: none"> » Assess and quantify customer experience benefits to the organisation based on delivered improvements |

KEY WORKING RELATIONSHIPS

**Direct reports:**

N/A

Internal:

CoS business departments, project stakeholders

External:

Community members

REQUIRED SKILLS AND COMPETENCIES

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| Accountability | <ul style="list-style-type: none"> » Accountable for delivering a holistic, end-to-end approach to service improvement recommendations based on customer, staff and data insights |
| Judgement and Decision Making | <ul style="list-style-type: none"> » Ability to work on multiple initiatives concurrently » Ability to thrive in an ambiguous and changing environment and be resilient in the face of changing priorities » Solid customer-centric focus, core understanding of the customer lifecycle and customer needs » Strong and evident commitment to customer centricity |
| Specialist Knowledge and Skills | <ul style="list-style-type: none"> » Experience conducting qualitative research and synthesising findings to produce actionable insights » Strong working knowledge of service design and human centred design tools and methodologies, including the Double Diamond, service blueprints and customer journey mapping » Experience managing CX improvement projects in a service organisation |
| Stakeholders Engagement & Interpersonal Skills | <ul style="list-style-type: none"> » Effective methods for partnering with stakeholders to realise CX improvements » Ability to work as part of a highly collaborative, multi-disciplinary team to deliver customer-focused improvements » Ability to convert complex into simple while managing varied stakeholder expectations |
| Qualifications and Experience | <ul style="list-style-type: none"> » Substantial previous experience in a service design, customer experience or HCD improvement role, using design methodologies to improve customer experience and internal processes » Qualifications or experience in service design and/or human centred design » Experience managing CX projects » Well-developed project coordination skills |

WHAT WE ARE ALL RESPONSIBLE FOR



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| Workplace Health, Safety and Wellbeing: | We are committed to maintaining a healthy and safe work environment for all employees, contractors, volunteers, and visitors and recognise that this is an integral part of our business. This commitment extends to ensuring activities do not place any person at risk. |
| Diversity, Equity and Inclusion: | We are committed to fostering a diverse and inclusive workplace that values everyone's contributions, lived experience, and expertise. A workplace where everyone is supported to thrive and be authentic. |
| Code of Conduct: | We are committed to the provision of the best possible services to the community in a fair, equitable and inclusive manner and requires all employees to adhere to the standards of conduct. |
| Service Promises: | We Empathise We are Responsive We are Transparent We are Consistent We Follow Through |
| Safeguarding Children and Young People: | We have a zero tolerance to child abuse. All Council officers, including employees, contractors, volunteers and Councillors have a legal and moral obligation to keep children safe and promote their best interests. |
| Sustainability: | We're committed to a sustainable Stonnington, working together with our community to create a healthy future for us all. |

Review date: 3 March 2025