

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital and Customer Services

POSTHOLDER SECTION: Product design

GRADE: PO6

POST DESIGNATION: Senior product designer

Purpose of Job:

To be responsible to the Lead Product Designer for:

1. Taking a key role in developing the product design community across Royal Borough of Greenwich, codifying ways of working; taking responsibility for professional development of the service design team, managing performance robustly.
2. Directly leading the product design of our most complex, risky and interdependent new digital services, working in the open with the user at the centre of all you do, including working across multiple teams.
3. Direct responsibility for working as part of a multidisciplinary team to identify product opportunities and propositions, come up with product strategy and roadmap, design end-to-end experience that can be delivered within existing product and technology ecosystem, define measures and test hypotheses through prototyping, designing through the product lifecycle.
4. Acting as ambassador for product thinking and agile ways of working across the council; championing design as key to transformation.
5. Working closely with service areas to help them see their services through a design lens, helping them to map and see opportunities to transform their areas, coaching them to build ambitious plans.

Manages up to 4 directly managed staff.

Manages up to 4 partner/contract staff indirectly.

Main Duties:

1. Take a key lead role in the product design team and community at the Royal Borough of Greenwich; hire team members, set standards of practice and behaviour based on modern industry standards and your experience; run events and give development opportunities; line manage members of staff; manage performance and take an interest in your team's career development.
2. Build living 'product eco-systems', reusable 'design system', clear and consistent style guide to ensure Royal Greenwich's services are simple, accessible and cost-effective to deliver.
3. Advocate on behalf of users, making sure that prototypes and products are designed to meet their needs and deliver the best possible user experience.
4. Lead on assisted digital approaches and guidance for the council.
5. Working with other members of multidisciplinary teams, specify and design the interactions for end-to-end digital services for our most complex and interdependent services: help to define user needs, business objectives, scope, constraints, evaluation and prioritisation of user stories and identification and mitigation of design challenges.
6. Work with senior leaders across the council to help them understand interaction design and user experience; suggest design improvements, including improvements in corporate systems.
7. Ensure delivery of a high-quality user experience, including fit for purpose software, and high standards of access, availability, usability, usefulness and excellent standards of service, including meeting the Government Digital Service Standard.
8. Evaluate and undertake impact analysis on design options taking account of different levels of sophistication for different users (e.g. web-based systems and business systems).
9. Conduct reviews of user stories and code and take part in reviews of own work and lead reviews of colleagues' work, ensuring that the work of the team is consistent with the Digital Service Standard.
10. Build design styles and patterns across the organisation which encompass not just digital service delivery but all channels and methods of access; patterns must balance user need, business need and technology constraint as well as balancing pragmatic design with ideals.
11. Lead, motivate and inspire reportees, arranging ways for them to learn, and taking an active interest in their careers.
12. Build design styles and patterns across the organisation which encompass not just digital service delivery but all channels and methods of access; patterns must balance user need, business need and technology constraint as well as balancing pragmatic design with ideals.

13. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.

Person Specification

Job Title	Senior Product Designer
Grade	PO6
Service/Section	Digital and Customer Services / Service Design
Directorate	Communities and Environment

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria
Knowledge
<p><u>Essential</u></p> <ul style="list-style-type: none"> • Deep understanding of UX and interaction design principles, practices and methods • Understanding of product development methodology, frameworks and principles • Influencing, persuasion, communication • Data and evidence-driven decision making • Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices <p><u>Desirable</u></p> <ul style="list-style-type: none"> • Knowledge of the cross-government DDAT framework • Coaching and mentoring
Skills and Abilities
<p><u>Essential</u></p> <ul style="list-style-type: none"> • Ability to make working software, not just artefacts describing software. • Ability to design interface, information architecture, flows and interactions for products. • Ability to prototype in different ways: on paper, in code or in conversation. • Ability to think strategically, focusing on improving life chances for users and understand business challenges that are not easily solved. • Ability to understand technical complexity and risks, run collaborative design activities, influence senior leaders and others. • Ability to make and guide strategic design decisions in complex service areas, explaining clearly how the decision has been reached and using this as evidence to make large-scale business change. • Ability to facilitate and guide services make decisions and plot the path forward. • Ability to help services build and deliver on transformation vision. • Ability to manage risk and explain the trade-off between complex risk factors to find simple ways forward. <p><u>Desirable</u></p>

- Natural empathy with end users, able to translate narrative need to user stories and propose design approaches or services to meet these needs.
- Desire to take an active part in the cross-government digital and design community.
- Ability to coach teams in agile ways of working.
- Ability to apply digital ways of thinking to non-digital problems.

Experience

Essential

- Experience working in multidisciplinary teams to design and build services and improve existing service delivery.
- Experience in working in code using front-end web technologies CSS/Sass, HTML/Haml, Javascript/jQuery
- Experience in contribute to design patterns and standards, identifying common interactions, user flows and page templates.
- Experience delivering prototype interactions and wireframes against time constraints to help unlock creative thinking in a team.
- Experience of managing complex service design projects and programmes in large organisations, including designing end-to-end digital services from discovery to live.
- Experience of facilitating cross-organisational work, helping disparate parts of an organisation to map and understand its interdependencies.
- Proven experience of building positive relationships with a range of both internal and external stakeholders, understands political drivers and the role of Members.
- Experience leading design crits and community sessions/events

Desirable

- Experience coaching senior leaders in a non-agile organisation how to embrace service design and user focus.

Equal Opportunities

- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.