POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SERVICE DESIGNER
Position no:	50052530 BACKFILL
Team:	[Product & Technology]
Department:	Digital Product
Location:	Ultimo
Reports to:	PRODUCT DESIGN RESEARCH LEAD 50059683
Classification:	Technologist
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	20/10/2026

Purpose

Create desirable, feasible and viable digital experiences using human-centered design practices to improve the user (audience and content makers) experience across our diverse range of digital products and systems that align with ABC strategy and support the achievement of Product & Technology's objectives.

Key Accountabilities

- Under broad direction of the Product Design Research Lead, work through the discovery, definition and design to identify and implement ways to optimise and innovate existing workflows.
- Conduct, analyse and synthesise particularly complex qualitative research, including interviews, contextual inquiries and co-design activities with multiple stakeholders.
- Map editorial, product and marketing workflows across different stages of the content management lifecycle, capturing processes and supporting systems/technology.
- Create design artefacts as required including current and future state journey maps, service blueprints, behavioural archetypes/personas and roadmaps to communicate research insights and future direction.
- Use quantitative research, analytics, industry trends, market research, new technologies and agreed program timeframes to identify opportunities for service optimisation and innovation and support decision making.

- Advocate for user-centricity throughout the organisation, influencing stakeholders to prioritise the audience's needs in decision-making processes.
- Collaborate with team members to deliver outcomes for audience, content, product and technology. Communicate ideas clearly and respectfully, actively listen to feedback and integrate diverse perspectives into the design process.
- Embed within research streams across multiple product teams, applying a systemic lens to synthesise insights, identify patterns and interdependencies, and translate research into organisation-wide impact.
- Facilitate usability testing and user research to validate and iterate on design concepts, ensuring continuous improvement of our services.
- Facilitate workshops and design sprints to foster a collaborative and innovative environment within the team.
- Identify employee and organisational pain points and translate these into opportunity areas by producing concepts with strong rationale.
- Provide significant leadership and actively encourage team members across disciplines to identify ineffective processes and drive new ideas and ways of working through capability building and strong human-centered design advocacy.
- Lead the development and maintenance of a professional and comprehensive approach to documentation for ongoing reference.
- Maintain a high-level awareness of best practice in the service design industry, particularly in areas such as employee experience, content management and media/journalism.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Significant service/strategic design skills with proven experience working on long-term service design projects in a large and complex technology environment.
3. Outstanding knowledge and proven experience in human-centered design with highly developed understanding of the design process, research and delivery of better outcomes for end users and businesses.
4. Demonstrated interest in exploring and applying AI-enabled tools to improve ways of working, streamline processes, and support more effective, scalable human-centred design and research practices.
5. Demonstrated outstanding communication skills with the ability to convey particularly complex information to technical and non-technical audiences; and foster an open and creative approach both within and across teams.
6. Outstanding project management skills and experience using Agile project methodology.
7. High level organisational skills with highly developed attention to detail, and ability to effectively work under pressure, manage competing priorities and meet tight deadlines.
8. Outstanding ability to design pragmatically, while keeping the future vision in mind to ensure delivery of richer digital experiences.

9. ABC Values: Demonstrated personal commitment to fostering an inclusive and respectful environment, grounded in integrity and aligned with the ABC Values of aiming high, thinking differently, taking ownership, and delivering together.
10. ABC Policies: Understanding of the relevance and scope of ABC Policies and the ABC Values and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Values.
11. Diversity and Inclusion: Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

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