POSITION DESCRIPTION

Position Title: Service Design Specialist
Organisation Unit: Office of Marketing and Communications
Position Number: NEW
Classification: HEW Level 8. Full Time, Fixed Term 12 months

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major
technologies employed across the globe and integral to gross product sales of $11billion+ (see

UQ has a rapidly growing record of attracting philanthropic support for its activities and this
will be a strategic focus going forward.

Organisational Environment

The University of Queensland (UQ) is about to significantly invest in best practice digital
Customer Experience transformation program. The aim of the program is to enhance the
University position, relationships and reputation with its various stakeholder groups through
high quality marketing and communications strategies.

UQ is looking to recruit a number of newly created key roles to develop our bench-strength
in customer experience, digital marketing and manage and the delivery the program.

The CX Program is a joint partnership with Information Technology Services (ITS) and Office
of Marketing and Communication (OMC) and aims to deliver a host of benefits to UQ
through the provision of strategy, performance measures, technology platforms, policies and
processes to enable an enterprise wide, coordinated personalised engagement experience
for all UQ’s key stakeholder groups.

The tangible benefits of the program can be broken down into three main categories:
  • Uplift in stakeholder experience
  • Increased effectiveness of marketing and communications
  • Streamlined operations

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is

DUTY STATEMENT

Primary Purpose of Position

The Customer Experience and Digital Team is responsible for developing, testing, and
implementing a strategy to reach and engage target audiences (stakeholder groups) through
multiple digital channels like eDM, web, mobile, VR, multimedia, CRM and social. The
Service Design Specialist is responsible for supporting the development of CX strategy, and
coordinating the implementation of customer service and process improvements cross all
stakeholder groups (Future Students, Current Students, Alumni, Advancement, Research,
Corporate, Community and Staff) to execute of the University’s CX programs and activities,
working collaboratively across the whole of UQ.
Duties

Duties and responsibilities include, but are not limited to:

- Plan and design the end to end experience for our customers and employees across multiple university channels.
- Research and analyse user requirements and behaviours through ethnographic research and quantitative data to identify opportunities to improve.
- Map the user journey and backstage processes, systems and technologies to streamline our customer services and meet user needs.
- Contribute to the development and implementation of process governance structures, processes, policies and documentation to maintain quality control over our customer service assets.
- Collaborate with the UX/UI designers and BAs to improve the usability and functionality of digital interfaces and enabling systems and processes.
- Plan and facilitate user research and testing to improve task flows for our customers and staff.
- Build and manage relationships with key internal and external stakeholders.
- Upskilling and training others in HCD and SD practices

Other

- Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  - the University’s Code of Conduct
  - requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
  - the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  - requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The Service Design Specialist reports to the Customer Experience Manager and has no direct reports but will be expected to manage temporary staff and student interns on occasion.

- The position holder works closely with internal stakeholders including UQ’s senior managers in research, advancement, marketing along with faculties, institutes and centres, and business units.
- The position holder supervises and oversees the work of external suppliers as required.
SELECTION CRITERIA

• Extensive experience in human centred design and implementation of strategic CX and digital plans to support business goals.
• Demonstrated experience in customer segmentation, UX design, service blueprinting, user journey mapping and ethnographic research.
• Strong collaboration, interpersonal, influencing, verbal and visual communication skills including political acumen and a strong ability to work effectively across formal structural boundaries.
• Demonstrated ability to develop innovative and creative customer experiences and prototypes to meet end user needs.
• Proven testing and analytical skills to test conceptual user flows.
• High level analytical and conceptual skills to deliver solutions to complex user experience issues.
• Experience implementing and monitoring customer experience measurement frameworks and tools.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support. Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au