

ABC POSITION DESCRIPTION - DRAFT

Division:	DIGITAL NETWORK	Position Title:	Service Design Lead
Department:	Service Design	Classification:	Technologist (Schedule A) Band 8-9 (Rostered 2 weeks cycle) Unrostered
Location:	Ultimo, Sydney	Position No:	TBC
Reporting to:	Service Design Manager	Approval:	
<p>Purpose: Provide leadership to a team of designers whose focus is to develop audience insights, enterprise level tools, service frameworks and practices that support the design and development of audience insight-led digital products and services in line with ABC's Network Strategy and the Digital Network's plan using Human-Centered-Design methodologies.</p>			
<p>Key Accountabilities:</p> <p><i>Design and Strategic Leadership</i></p> <ul style="list-style-type: none"> Exhibit design leadership, including creative and strategic thinking within the execution of a wide range of service design projects in support of the ABC Network Strategy. Effectively scope and plan the execution of service design initiatives to support the delivery of our audiences end to end digital product experience balancing audience insights, ABC and DN strategy, content requirements, digital and service design frameworks, and accessibility. Collaborate with Digital Network leaders to identify service design inputs and enterprise level tools required to deliver audience led digital products and services, and evolve effective design practices. Deliver measurable results through collaborative and transparent team work and a relentless focus on what's best for the ABC and its audience. Scope, direct and implement the service design contribution to products and service design both prior to agile inception and within agile cross functional teams (when required) to align the desired audience experience with technical feasibility and delivery. Collaborate with the Head of Service Design, the Service Design Manager, the Digital Design Manager and SD team leads to design and implement the DN Service Design Strategy. <p><i>People Leadership</i></p> <ul style="list-style-type: none"> Always advocate for the audience and work with other insight generation teams (ABC and external) to form actionable insights and tools that materially support audience led innovation within the delivery of ABC's digital products and services. Build and lead a team of multi-disiplinary designers which may include - Digital Designers, Service Designers, Customer Experience Designers, Qualitative Researchers, Developers and other design resources as needed. Provide direction to team of designers within multidisciplinary design teams to delivery service design insights and solutions, enterprise tools, frameworks and practices In line with the Service Design manager, help develop skills and capability of a service design team(s) including critical design thinking, HCD practices, research skills, tool design, and technical skills to support creativity, problem solving and accountability. Support designers with stakeholder and team engagement– taking an active lead in problem solving, ideation and the pursuit of creative excellence. Mentor, coach and support members of the service design team, advocating for their needs in terms of delivery, professional development and a positive working culture. <p><i>Stakeholder Management</i></p> <ul style="list-style-type: none"> Work directly with stakeholders to develop service design initiatives and solutions based on identified audience behaviors needs, goals and best practice. Work collaboratively with cross functional/multidisciplinary teams, to generate and validate service design concepts and solutions, enterprisce tools and frameworks, through frequent contextual research, co-design, prototyping, testing and feedback (with internal and external users). Co-ordinate the planning and implementation of service design research programs in alignment with the DN strategy working collaboratively with key stakeholders and project sponsors within DN and ABC Divisions. 			

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- Disseminate service design insights, enterprise level tools and frameworks throughout the ABC using multiple formats and forums to help develop an understanding of enterprise level service design and its foundational role in the success of ABC's digital transformation.
- Frame ABC product development through Experience Design and Human-Centered-Design methodologies, facilitating the collaboration of stakeholders and project/product teams.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers.

Key Capabilities/Qualifications/Experience:

- Tertiary qualifications in Design, Media and/or Design Anthropology.
- Applied understanding of HCD methods, ethnographic research and ability to synthesise qualitative and quantitative data into actionable insights and effective enterprise level design tools and frameworks.
- Proven experience of positively managing service designers to deliver actionable insights and artefacts that support the delivery of digital products and services.
- Working knowledge of current service design tools and methodologies, and digital technologies and their application to digital media and content design.
- Design skills specialisation in two more areas of digital design including visual design, interface design, user experience, interaction design etc.
- Proven ability to work with design delivery teams within an agile framework to optimise product and service design.
- Ability to articulate complex solutions clearly to team members, and stakeholders.
- Ability to embrace ambiguity and to thrive within a multidisciplinary environment and deliver innovative service design outcomes, iteratively within short timeframes to the highest-standards.
- An understanding of and commitment to the ABC's aims, values and workplace policies.