**JOB DESCRIPTION**

# Senior Service Designer

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity. We commit to respecting children and take action to keep them safe.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

# **ABOUT THE ROLE**

**Role Purpose**

We are seeking a talented and experienced Service Designer to join our dynamic team. The Service Designer will play a crucial role in designing and improving our services to ensure they meet the needs of our customers and align with our business objectives. This role involves collaborating with cross-functional teams, conducting research, and utilising design thinking methodologies to create seamless, innovative and engaging service experiences.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Customer team through the following:

**Key Responsibilities:**

* Conduct user research to understand customer needs, pain points, and behaviours.
* Map customer journeys and identify key touchpoints for service uplift.
* Develop service blueprints, process flows, and other design artifacts to visualise and communicate service concepts.
* Collaborate with key stakeholders to co-create and iterate on service solutions.
* Facilitate workshops and design sprints to generate ideas and drive innovation.
* Create prototypes and test service concepts with users to gather feedback and validate assumptions.
* Analyse data and insights to inform design decisions
* Advocate for a HCD approaches and ensure the customer perspective is represented in all service design activities.
* Stay current with industry trends and best practices in service design and customer experience.
* Actively promoting safe work practices in the workplace during all activities consistent with Uniting’s policies and comply with all WH&S legislation, policies and procedures.
* Actively contributes to a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Service Designer, your role specifically will:

* Conduct a range of Human Centred Design activities including research, design, and testing to define compelling and service experiences.
* Develop research goals and approaches by which new customer research and co-design will be conducted and select, adopt and adapt available qualitative and quantitative research where available. Lead and manage external vendors on projects when required.
* Undertake customer journey mapping and service blueprinting to analyse and communicate the current state experience delivered across multiple channels and touchpoints and define customer needs, problems to solve for, and priorities.
* Design future state journeys and visions across key services ensuring touchpoint, process and system improvements are realised through ongoing collaboration with IT, design, service, and customer delivery teams.
* Develop and manage insight-based personas where required and collaborate with services, research, digital, and marketing specialists to influence appropriate service design, segmentation and personalisation strategies.
* Lead and facilitate design and co-creation workshops.
* Develop close consulting partnerships with stakeholders to determine priorities, contribute to the development of customer acquisition strategies and service design initiatives.
* Work in collaboration with Uniting teams to influence customer-centric ways of working and provide advice on human centered design methods.
* Work with members of the Customer team in the development and implementation of organisation wide Voice of Customer strategies and other CX initiatives.
* Represent and champion the Customer Experience team’s initiatives within the business.

# ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:**  Customer, Risk & Governance

**You’ll report to:** Customer Lead

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.

**Business Acumen**

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.**
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

* Bachelor’s degree in Service Design, Interaction Design, User Experience, or a related field.
* Proven experience in service design, user research, and design thinking methodologies.
* Strong portfolio demonstrating successful service design projects and outcomes.
* Excellent communication and collaboration skills, with the ability to work effectively in cross-functional teams.
* Proficiency in design tools such as Miro, Adobe Creative Suite, Sketch, Figma, or similar.
* Experience with prototyping tools and user testing methodologies.
* Strong analytical skills and the ability to translate data into actionable insights.
* Creative problem-solving skills and a passion for improving customer experiences and services.

**Preferred Qualifications:**

* Experience working in Not-For-Profit or Ageing Sector

**Experience:**

Typically this role will require 5 or more years’ experience in your field of expertise. You will have excellent written and verbal communication skills, be organised, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Experience in multi-stakeholder and multi-channel design projects.
* Working knowledge of qualitative and quantitative research methodologies with ability to lead and conduct activities.
* A proven ability to analyse and interpret multiple data sources, develop insights and present these with impact.
* Deep working knowledge of human centered design, prototyping, testing, and co-design practices that can be demonstrated with portfolio examples.
* Ability to communicate ideas and experiences visually.
* Excellent workshop design and facilitation skills and the confidence to engage and involve participants.
* Excellent communication skills and the confidence to present to, engage with and influence senior stakeholders and peers.
* A collaborative and consultative style with the confidence to drive change, innovation and creativity, and challenge boundaries respectfully.

**Even better:**

* Working in a large-scale enterprise with various revenue generation channels and products.
* Experience in not-for-profit and health sectors.

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| **Employee Name:** |  | **Manager’s Name:****Title** |  |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |