

Deputy Chief Executive IT and Digital

Service Designer Job Description and Person Specification

July 2026

Job Description

Job Title:	Service Designer
Department:	Deputy Chief Executive
Function:	IT and Digital
Team:	Digital Transformation
Post number:	TBC
Grade:	LBR10
Hours/weeks: <i>E.g. 36 hours/52.14 weeks</i>	36 hours/52.14 weeks
Base location:	Lynton House
Reports to: <i>Job title</i>	Digital Programme Lead
Responsible for: <i>Job titles of direct reports</i>	No direct line management but may be responsible for the supervision of trainee and work placement employees on occasion
Role purpose and role dimensions: <i>Overview of the job</i>	The Service Designer will play a leading role in shaping and redesigning end-to-end council services, so they are simpler, more joined up, accessible and efficient for residents, partners and staff. Reporting to one of the Digital Programme Leads, the postholder will lead service design activity across priority transformation programmes, using evidence, insight and user centred design methods to understand current performance, identify root causes of pain points and design future services that are viable, feasible and desirable. The role will work across digital and non-digital channels, mapping full-service journey from the user, staff and organisational perspective. This includes deep diving into current (as is) services, uncovering failure demand, duplication, waste and hand offs and process inefficiencies, and translating these into clear, prioritised opportunities for redesign. The role will be responsible for designing future (to be) services that make best use of the councils existing technology stack, digital platforms, data, automation opportunities and emerging technologies, while improving the overall customer journey and supporting channel shift where appropriate. As a practitioner within the Digital Transformation team, this role will influence service managers, operational leads and multidisciplinary teams to adopt user centred, evidence based and iterative approaches to change. This role will act as a champion for service design across the council, ensuring that redesign activity is grounded in resident need, aligned to corporate priorities, and translated into practical change that can be delivered through programmes, products, process improvement and digital implementation. Typical outputs will include service blueprints, journey maps, ecosystem maps, operating model recommendations, prioritised improvement backlogs, design principles and actionable proposals that support measurable improvements in service quality, accessibility, efficiency and resident satisfaction. The role will contribute directly to the council's wider modernisation and digital transformation ambitions by helping services move from fragmented siloed processes to better designed, more consistent and digitally enabled services.
Key external contacts: <i>Organisations</i>	• London Borough of Redbridge residents and community groups • Sector Networks (e.g. LGA, LOTI, GDS) • Third party suppliers / technology partners • Other local authorities

Key internal contacts: <i>Job titles or groups of staff</i>	• Heads of Service and operational teams • Digital, Data and Technology teams • Customer Experience • Communications and Web teams • Modernisation and PMO teams • Elected Members (as required)
Financial dimensions: <i>Budgetary responsibility & amount. Equipment, cash, property etc. for which employee is responsible.</i>	• No direct budget responsibility • Contributes to identifying efficiency savings and value through service redesign
Key areas for decision making:	• Determining and owning the service design approach, methodology and standards used across assigned services and programmes • Making decisions on how services are analysed, defined and structured, including scope of discovery and redesign activity • Designing and agreeing to be service designs, including customer journeys, processes, channels, content and interaction models, within agreed programme scope • Prioritising service design activity and improvement opportunities, ensuring focus on highest impact areas • Deciding on how service design outputs are translated into delivery artefacts, including backlogs, requirements and implementation plans
Other considerations: <i>E.g. working patterns</i>	• Hybrid working • Engagement across services and sites • Occasional evening engagement with residents (if required)
Key accountabilities and result areas:	Key elements:
Service Discovery and Analysis	This will involve: • Leading end-to-end service discovery activity across complex, high impact council services, working across digital and non-digital channels. • Diagnosing services to uncover root causes of poor performance, including failure demand, duplication, rework, delays and inefficiencies. • Mapping and analysing 'as-is' services across processes, systems, data flows, roles and customer touchpoints • Producing high quality service blueprints, journey maps and ecosystem maps that expose pain points and opportunities. • Using qualitative and quantitative insight to build a clear evidence base for change • Challenging existing assumptions and practices, providing independent, evidence-led insight inform redesign priorities
User Centred Service Design	This will involve: • Leading the design of end-to-end 'to be' services that are user centred, efficient, and aligned to organisational priorities. • Translating insight into practical implementable service designs, not just conceptual models. • Applying GOV.UK service standard design principles and accessibility standards to ensure inclusive high-quality services • Designing services that work seamlessly across digital, contact centre and face to face channels. • Ensuring designs balance user needs, operational realities, policy intent and technical constraints • Creating clear design artefacts, recommendations and backlog items that can be taken forward into delivery.

Digital and Technology Enablement	This will involve: • Identifying and shaping opportunities to redesign services around the council's digital platforms, systems and data. • Working closely with architecture, product and IT teams to ensure designs are feasible, scalable and aligned to the technology roadmap. • Recommending the use of automation, integration, AI and emerging technologies to simplify services and reduce manual effort. • Supporting the transition from fragmented, manual processes to streamlined, digitally enabled services • Ensuring service design informs and influences technology investment and prioritisation decisions.
Customer Experience and Channel Shift	This will involve: • Leading the design of end-to-end customer journeys that remove friction, reduce failure demand and minimise avoidable contact across all channels. • Designing services that are digital-first but inclusive, ensuring appropriate support for residents who cannot or choose not to use digital channels • Aligning service design with web content, customer access and channel strategy to deliver consistent, joined-up front door experience. • Driving sustainable channel shift through improved service design, reducing reliance on high-cost channels by making digital services intuitive and effective • Defining and measuring customer experience outcomes and using these to inform continuous improvement.
Collaboration and Stakeholder Engagement	This will involve: • Acting as a trusted advisor to Head of Service, operational managers and programme leads, shaping how services are redesigned. • Leading and facilitating structured workshops, services reviews and co-design sessions to drive insight, alignment and decision making • Challenging existing ways of working constructively, using evidence and insight to influence senior stakeholders • Working as part of multidisciplinary teams to ensure cohesive service design and delivery. • Building strong, credible relationships across the organisation to embed user-centred and evidence-based approaches to change. • Supporting services to move from problem identification to actionable change, ensuring design outputs are owned and progressed.
Continuous Improvement and Iteration	This will involve: • Embedding a test-and-learn, iterative approach to service improvement, moving services away from large-scale slow change to incremental delivery. • Using data, insight, performance metrics and user feedback to identify opportunities and prioritise improvements. • Designing and supporting minimum viable service changes (MVPs) that can be tested, refined and scaled. • Ensuring service design activity is linked to measurable outcomes, including efficiency savings, improved user experience and reduced demand. • Supporting the development of prioritised backlogs and delivery plans ensuring design translates into implementation. • Promoting a culture of continuous and evidence-based decision making across services

General accountabilities and responsibilities	
Green Statement	This will involve: ▪ Seeking opportunities for contributing to sustainable development of the borough, in accordance with the Council's commitment to making Redbridge a cleaner, greener place to live. In particular, demonstrating good environmental practice (such as energy efficiency, use of sustainable materials, sustainable transport, recycling and waste reduction) in your job.
Data Protection/Confidentiality	This will involve: ▪ Complying with the Data Protection Act 1998 – treating all information acquired through your employment, both formally and informally, in strict confidence and in accordance with Caldicott principles. ▪ Complying with the Code of Conduct, other practice guidelines and the rules and protocols defining employees' access to and use of the Council's databases and systems. Any breaches could result in disciplinary measures. ▪ Maintaining client records and archive systems in accordance with departmental procedure, policy and statutory requirements.
Conduct and Whistleblowing	This will involve: ▪ Complying with the requirements of the Code of Conduct and maintaining high standards of personal conduct, honesty and integrity. You have a duty to raise any impropriety or breach of procedure to the appropriate level of management. Employees making such disclosures (whistleblowing) are protected and may make them without fear of recrimination.
Safer Working	This will involve: ▪ Commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults. Where you work in such a post the Council will require a Disclosure and Barring Service (DBS) check and references will be taken up prior to interview.
Equalities	This will involve: ▪ Complying with the Council's strong commitment to achieving equality of opportunity and outcomes in its services to the community and in the employment of people. You are expected to understand, comply with and promote Council policies in your work, to undertake any appropriate training and to challenge any prejudice and discrimination.
Customer Care	This will involve: ▪ Complying with corporate and service area customer service standards and promoting the development of high quality, individualised and customer-led services.
Health and Safety	This will involve: ▪ Being responsible for your own Health & Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment where necessary and report defectives and hazards to management.

To contribute as an effective and collaborative member of the team	This will involve: - Taking responsibility for continuing self-development and participating in training and development activities. - Participating in the ongoing development, implementation and monitoring of the service plans. - Supporting and contributing to value for money, service efficiencies and improvements.
Flexibility	This will involve: The above-mentioned duties are neither exclusive nor exhaustive. From time to time you may be required to undertake responsibilities outside the normal remit of your Job Description as required by the line manager, and are broadly within your the grading level and competence.

PERSON SPECIFICATION			
Job Title:	Service Designer		
<i>Method of candidate assessment: A = Application form I = Interview T = Test. Weighting: 3 = Essential, 2 = Desirable</i>		A - I - T	Weighting
Minimum education/ qualifications:	Relevant degree or equivalent experience in service design, digital UX or related discipline	A	3
	Evidence of continuous professional development in digital, service design or transformation practices	A	3
	Desirable: Experience working in local government or public sector transformation	A	2
Minimum experience/ knowledge/ skills: Core Service Design and Transformation	Significant experience leading end-to-end service design across complex services (current and future state), across digital and non-digital channels	A,I	3
	Advanced experience in service mapping, journey mapping and service blueprinting, translating insight into actionable redesign	A,I	3
	Proven track record of delivering measurable service improvements (e.g. reduced demand, improved CX, efficiency savings)	A,I	3
	Ability to diagnose root causes of service issues (not just symptoms), including failure demand and process inefficiencies	A,I	3

Minimum competencies: Digital and Technology enablement	Identifying and shaping opportunities to redesign services around the council's digital platforms, website, content and data.	A,I	3
	Ensuring that service design and content design are fully aligned, so that digital journeys are clear, intuitive and reduce avoidable contact.	A,I	3
	Strong understanding of how service design translates into digital delivery, product development or system implementation	A,I	3
	Working with web and content teams to improve information architecture, user journeys and online transactions, ensuring residents can easily complete tasks end-to-end.	A,I	3
	Recommending and designing the use of automation, integration, AI and emerging technologies to simplify services and reduce manual effort.	A,I	2
	Ensuring that service design informs and influences technology investment, platform development and digital roadmap prioritisation decisions.	A,I	2
	Understanding of digital platforms, CRM or workflow systems	A,I	2
Communicating and influencing	Communicates complex service design concepts clearly to non-specialists	I	3
	Influences stakeholders and challenges constructively, driving adoption of new ways of working	A,I	3
Building relationships, working together and in partnership	Builds effective relationships across services and disciplines	I	3
	Works effectively in multidisciplinary teams	A,I	3
Respecting & implementing diversity	Applies inclusive design principles ensuring services are accessible and meet the needs of diverse users, including vulnerable and hard to reach groups.	A, I	3
	Designs and facilitates inclusive workshops, engagement and co-design activities, ensuring all participants can contribute effectively regardless of background, confidence or digital ability	A,I	3
	Challenges services to consider equality impacts and ensures inclusive design is embedded throughout service redesign.	I	3

Planning, organising & achieving results	Manages multiple service design activities across complex programmes	A,I	3
	Delivers high quality outputs at pace using iterative approaches (MVP, mindset)	A,I	3
Embracing change	Comfortable working in ambiguity and leading through change	A,I	3
	Demonstrates continuous improvement mindset	A,I	3