

Role Description

Lead Service Designer

Cluster	Education
Agency	Department of Education
Division/Branch/Unit	Customer Experience Design & Capabilities / Service Design
Location	Parramatta
Classification/Grade/Band	Clerk 9/10
Role Number	220743, 220744
ANZSCO Code	531111
PCAT Code	3226892
Date of Approval	January 2020
Agency Website	https://www.education.gov.au

Agency overview

The NSW Department of Education is the largest provider of public education in Australia with responsibility for delivering high-quality public education to two-thirds of the NSW student population. The Department also ensures young children get the best start in life by supporting and regulating the early childhood education and care sector.

The NSW Department of Education is dedicated to becoming Australia's best education system and one of the finest in the world. All work at the Department is strongly aligned to the strategic goals and values of the organisation. Explore the [NSW Department of Education Strategic Plan](#).

EDConnect is a large and complex customer-centred shared services organisation that exists to support schools and corporate areas in the NSW Department of Education by delivering transactional and support services in the areas of Finance, Business Services and HR; and providing first level advisory support to customers via the Contact Centre in relation to Finance, Business Services, HR, IT and Procurement enquiries.

EDConnect is underpinned by the 'EDConnect Way' culture – we keep the customer at the centre of everything we do; we collaborate and support each other to succeed; we take ownership of our work to ensure a quality outcome is delivered; we communicate transparently and listen actively; and we are accountable to each other to develop and grow.

Primary purpose of the role

The Lead Service Designer is responsible for managing and driving human-centred design and innovation practices across shared services including discovery workshops, interview facilitation, user research and story mapping to support the development of organisation-wide design capabilities to continue to progress customer-centric service design, delivery and improvement.

Key accountabilities

- Lead and manage the delivery of end-to-end service design initiatives to support the development of customer-centric solutions across the shared-services model.
- Lead co-design and user testing sessions including behavioural and empathy-driven research ensuring active engagement with shared service staff, schools and other stakeholders in the application of innovative approaches to obtain meaningful insight that influences service design initiatives.
- Generate ideas that translate into multiple concepts, sketches, scenarios and prototypes to test, inspire and communicate which consider both the customer and frontline team impact and design and deliver artefacts including design principles, current state maps, future state journey maps and blueprints.
- Identify and communicate opportunities that create business value and improve the customer experience based on user research, heuristics and best practice and develop visually compelling frameworks, process/screen flows and wireframes to drive service re-design.
- Manage and facilitate the delivery of stakeholder workshops to communicate key themes from interviews and inception workshops and work with the team to achieve alignment on key success factors.
- Drive and support the ongoing development of operational procedures, user documentation and training materials in a changing environment and drive a human-centred approach for improving the way of working consistent with business objectives, changing technology and organisational operating models.
- Collaborate with a range of stakeholders to share and maintain knowledge of Shared Services customer feedback, insights and reporting findings to continually improve the customer experience through service design, capability development and delivery.
- Contribute to business case and business impact assessment development with clear emphasis on the impact on people, operations, systems and technologies.

Key challenges

- Driving the application of human-centred design and innovative approaches into all business and organisational design initiatives to support a customer-centric shared-services model that iterates and adapts to customer needs.
- Embedding a culture of prioritisation over completion in service design to ensure optimal and best practice outcomes are achieved that challenge the status quo.
- Developing compelling narratives and visual representations that gain stakeholder buy-in and support business case development and change management requirements.

Key relationships

Who	Why
Internal	
Manager Customer Experience Design & Capabilities	<ul style="list-style-type: none">• Receive advice and report on service design progress towards business objectives and discuss future directions• Provide advice, input and recommendations and influence planning and decision making• Identify emerging issues/risks and their implications and propose solutions
Stakeholders	<ul style="list-style-type: none">• Build collaborative relationships and collaborate on joint initiatives

Who	Why
	<ul style="list-style-type: none"> • Provide advice on best practice service design, human-centred design and innovation to influence program design and continuous improvement initiatives • Collaborate to understand challenges, risks and opportunities
External	
Other Government Departments & Agencies	<ul style="list-style-type: none"> • Collaborate to share best practice, findings and incorporate continuous improvement

Role dimensions

Decision making

The Lead Service Designer is responsible for managing and driving services design and discovery processes. The role is fully accountable for the quality, integrity, accuracy and completeness of information and advice provided.

The role defers to the Manager Customer Experience Design & Capabilities on complex issues of a technical or legislative nature or decisions that will substantially alter the outcome or timeframes, major issues or conflicts arising in the course of duties or matters requiring a higher delegated authority including approval for expenditure outside of delegation or sensitive issues.

Reporting line

Manager Customer Experience Design & Capabilities

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements





- Tertiary Qualifications in design, user experience or equivalent and/or strong demonstrated service design experience including design research, concept development, experimentation, prototyping, facilitation and change management.
- Demonstrated visualisation techniques such as journey mapping, storytelling and service mapping
- Demonstrated business and organisational design with an understanding of a shared services environment.
- Knowledge of and commitment to the Department's Aboriginal Education and Training policies

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Adept
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Advanced

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback/advice Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Value Diversity	Adept	<ul style="list-style-type: none"> Seek to promote the value of diversity for the organisation

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Recognise and adapt to individual differences and working styles • Support initiatives that create an environment in which diversity is valued
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Think and Solve Problems	Advanced	<ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Advanced	<ul style="list-style-type: none"> • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
		<ul style="list-style-type: none"> • Prepare scope and business cases for more ambiguous or complex projects including cost and resource impacts • Access key subject-matter experts' knowledge to inform project plans and directions • Implement effective stakeholder engagement and communications strategy for all stages of projects • Monitor the completion of projects and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans, and minimise impacts • Manage transitions between project stages and ensure that changes are consistent with organisational goals