

**Contracted Job Description – Service Designer Band 8a**

**Recruitment role summary and candidate profile**

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| **Additional narrative about the team / roles** **Service Designers are a key part of our user-centred design (UCD) family of roles, alongside interaction designers, user researchers, and content designers.** The work we do has a direct impact on millions of patients’ lives, helping them access the essential services they need and supports them to get appropriate care as quickly as possible. We also have a direct impact on health professionals across the NHS by providing them with essential tools and services to reduce the burden and enabling them to spend more time treating people.  Our products and services are used by all communities across England, covering diverse and contrasting needs based on age, cultural and socio-economic background, ability, gender, and sexuality. It is important to us that we represent all communities in our working teams, therefore we greatly encourage people with experience of different backgrounds to apply.  | **About the team**We have several **Service Designer** roles across our product areas. The final decision on which area you would be joining will be discussed and agreed later. Our product areas with service designer roles include: **Technology and information standards** - Are enablers of joined up, person-centred care, underpinning data sharing so that the right information is available at the right time for those who need it. They support integrated care systems (ICSs) by enabling information to flow between health and social care systems improving health outcomes for individuals and populations. **Data and Analytics** - The national custodian for health and care data. Its User Centred Design team plays a crucial role, supporting a wide variety of programmes and services across the entire data life course. **Digital Primary Care** – delivering new capabilities to support the digital transformation of primary care and wider community pharmacy, optometry and dentistry. **Digital Citizen** – delivering public-facing national digital channels and services including NHS.uk, NHS App, and NHS login.  |
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| **Designer Band 8a****Knowledge****Essential*** Interaction Design - able to demonstrate knowledge of Interaction Design. Topics may include knowledge of human-computer development processes. Human-computer design principles, human limitations, SDLC processes, user interface (UI) technologies.
* Service Design - able to demonstrate knowledge of Service Design – knowledge of components such as service mapping, business processes, user profiling etc.
* Graphic Design - able to demonstrate knowledge of graphic design. Topics may include understanding of typography for the web, narrative, progressive disclosure, hierarchy, colour and legibility. Has awareness of context and when best to use imagery and iconography.
* Demonstrable knowledge and passion for user centred design practices for both public facing and internal services and applications.
* Is experienced in providing design consulting in any relevant area.
* Proven ability to transfer and develop skills and knowledge into new areas at short notice.
* Demonstrable knowledge and passion for user centred design practices for both public facing and internal services and applications.

**Desirable*** Knowledge of design methods such as Cooper Design, IDEO, Karen Holzblatt etc.
* Knowledge of standards, e.g. GDS Service Standard, ISO 9241-210:2010.
* Knowledge of Healthcare and/or NHS Organisations.
* Knowledge of related user experience methods, principles and techniques. Such as content design and user research • Knowledge of development techniques and development platforms (voice, web, iOS, Chrome) environments, languages and technologies.

**Skills and Experience****Essential*** Demonstrated experience as designer in a digital setting or in a non-digital role as appropriate to job profile.
* Proven industry experience of applying design knowledge (graphic design, interaction design and service design) and applying that to real-world applications. Able to demonstrate experience and skills, at least, in one of the following design domain:
* Interaction Design/ User Experience Design – Experienced in designing user interfaces. Able to demonstrate skills in interaction design and fulfilling user needs. Able to demonstrate your process in designing and building new digital services
* Graphic design – Able to demonstrate understanding of typography for the web, narrative, progressive disclosure, hierarchy, colour and legibility. Can demonstrate design research, cross over in print and media. Aware of context and when best to use imagery and iconography.
* Experience in working effectively with cross-disciplinary teams, and ensuring that the process for making design decisions is based on evidenced user research and understanding of user journeys.
* Experience in making complex things simple for users by distilling complex data and information into simple and understandable forms
* Experience of applying human factors in work.

**Applying design skills*** Can demonstrate end-to-end “design ownership” in the different phases of a relevant production process (e.g. software development, graphic design brief).
* Has demonstrated use of appropriate tools and methodologies to develop solutions that meet the product team’s objectives.
* Capable of designing systems for use across multiple services, and able to identify the simplest approach out of a variety of alternatives.
* Demonstrated use of incorporating standards into their work or team’s work.
* Evidence the importance of constraints, is able to communicate constraints to design and non-design staff and develop solutions that work within constraints.
* Experienced in assigning work to staff and monitoring performance, providing advice, guidance and assistance to less experienced colleagues as required.
* Proven ability to recommend appropriate change and solutions to ensure the design is managed and delivered to time, scope and quality.
* Experience of acting independently and taking action when dealing with uncertain situations or optimising opportunities.

**Designer in a software environment can*** Experience of managing the design experience for digital services in all stages of the software development lifecycle (SDLC).
* Proven experience with prototyping and iterative design.
* Experience of using ‘mobile first’ approach.
* Proven experience with prototyping and iterative design.
* Evidence of working in an agile development environment alongside product owners and with researchers, content designers and developers to design and build new digital services.

**Designer in a non-software environment can*** Experience of managing the design process with clients to produce designs of the highest quality.
* Can provide examples of having developed common ways to produce graphics, enabling non-Designers to produce template solutions.
* Proven experience with prototyping and iterative design.

 NHS England works within Terms and Conditions, this Job Description is supported by a [NHS England Profile](https://hscic365.sharepoint.com/HumanResources/Documents/Forms/AllItems.aspx?id=%2FHumanResources%2FDocuments%2FProfessional%20Job%20Descriptions%2FNHS%20DIgital%20Role%20Profiles) which provides more information on the level of skills at which we would expect out people to operate.  **Desirable*** Portfolio that demonstrates practical or strategic examples of their design specialism.
* Experience of working in an agile/lean development process. Experience of working in multidisciplinary teams.
* Experience with designing for users with low digital skills" and/or "designing for users with range of physical and cognitive impairments".
* Experience of contributing to “design systems”. For example, producing self- service systems for non-Designers, using common patterns, components and elements.
* Graphics – Experience of different client markets. Has developed infographics and experience of producing designs in different channels.
* Experience of Healthcare and/or NHS organisations.
* Candidate is familiar with popular design frameworks such as BBC’s Global Experience language (GEL) amongst others.
* Has experience of managing staff within and outside their specialism.
* Extensive experience with using prototypes to explore solutions and facilitate requirements.
* Experience with design patterns and their iteration. Tests with others and sees prototyping as a team activity.
* Demonstrate technical competence in related technologies.
* Proven ability to think strategically: Can make measured steps towards strategic goals.
* Experience with design tools. Can provide evidence and practical experience of using design tools such as Marvel, Sketch, Adobe, Affinity, Invision etc.

**Qualifications****Essential** * Educated to Master’s level or equivalent qualification/experience.
* Recognised design qualification, for example in Service Design, Interaction Design, Design, Human-Centred Design, etc.
* Qualification or equivalent experience demonstrating proficiency in design applications.
* Evidence of continuous professional development.

**Desirable*** Membership of a relevant design society.
* Additional practitioner level qualifications in Design, User Research, or Design or related topic.
* Evidence of on-going relevant postgraduate qualification.
* Management and leadership qualifications.
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| **About NHS England** NHS England is the national information and technology provider for the health and care system. Our team of 2,700 information analysis, technology and project management experts create, deliver and manage the crucial digital systems, services, products and standards upon which health and care professionals depend, working in partnership with both national and local organisations. Our vision is to harness the power of information and technology to provide better health and care. |
| **About the Benefits** |
| **The Opportunities** * You’ll be part of a research-led team of digital and healthcare experts working to transform digital health and care
* You’ll build up a strong portfolio of experience delivering with multi-disciplinary agile teams
* You will benefit from a real commitment to your personal and professional development. A twice yearly Performance Development Review process focuses upon your professional competencies and identifies opportunities for improvement.
* Our staff use the Civil Service Learning portal which allows access to the best training courses across government.
 | **The Terms and Conditions*** A competitive salary.
* Flexible working applications considered.
* Family friendly benefits.
* Annual leave starting at 27 days per annum plus statutory bank holidays rising to 33 days with service.
* An excellent contributory pension scheme.
* NHS England operates on a flexible assignment model allowing people to move between programmes and services to gain broader experience and delivery organisational priorities as such this role description is an initial assignment.
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