

## Position Description

<b>Position title:</b>	<b>CX Service Designer</b>
<b>Directorate:</b>	Strategy and Engagement
<b>Service Unit:</b>	Customer Experience
<b>Reports to:</b>	Manager Customer Experience
<b>Direct reports:</b>	Nil
<b>Salary point:</b>	SP16
<b>Work location:</b>	City Administration Centre, 12 Stewart Avenue, Newcastle West
<b>Date revised:</b>	May 2022

### What's it like working at City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable, and sustainable global city**. We are proud to deliver services valued by our community. People come first at City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust, and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

### What's it like working in Customer Experience?

The Customer Experience Service Unit is committed to leading a customer centric culture and driving forward the organisation's Customer Experience (CX) Strategy in the pursuit of service excellence for both external and internal customers. Consisting of three streams responsible for service delivery, insight and improvement, and CX Transformation, we promote a supportive team culture that is performance based and empowers team members to be their best to deliver a quality service experience our customers' trust.

### What's the focus of this position?

Our CX Transformation is a key strategic priority for the organisation, sponsored by our Executive Leadership Team. Our vision is to flip the power from the organisation to the customer, building lifelong trust - what an exciting opportunity to be at the centre of this transformation journey! Our team consists of subject matters experts in CX strategy, digital transformation, service design, culture change and communications.

Working to an initial three year roadmap, our CX Transformation Team will partner across the organisation on key deliverables spanning culture and behaviour change, service design and process improvement, and digital transformation initiatives. We will work with key stakeholders and subject matter experts to ensure whole of organisation change and to deliver on our CX strategic objectives of providing empathetic, reliable, easy and proactive services for our customers.

The CX Service Designer role will be an integral part of our transformation, ensuring the successful design / re-design of services and solutions that positively impact on the experience of our internal and external customers. You will champion CX across the organisation, working closely with key stakeholders to improve innovation capability and use of design thinking, human centred design and service design principles, tools and methodologies to deliver effective CX service design across products, services and improvement initiatives to optimise both customer and employee experience.

**What you'll be doing:**

- Contribute to the success of the organisation's CX Transformation Team by embedding a customer centred approach to service design and delivery.
- Help define, refine and drive the implementation of our strategic initiatives, explore new opportunities, bring ideas to life, deliver solutions, and solve entrenched problems in order to achieve our CX ambitions.
- Identify, advocate for, and lead opportunities for service design / re-design with prioritisation of effort being customer data-led and aligned to our CX strategic priorities.
- Manage projects and process changes and promote new approaches to traditional ways of working in delivering services to our customers based on insight, user research and business requirements.
- Utilise a range of qualitative and quantitative evidence based approaches including observational studies, customer interviews, personas, user stories, journey mapping, service blueprinting and service prototypes to uncover insights and better understand customer needs and behaviours.
- Leverage best practice tools and frameworks for service design and delivery to ideate, prototype and iterate service design solutions.
- Deliver workshops, training and coaching to help embed service design, design thinking tools and frameworks, and build organisational capability.
- Proactively engage and collaborate with key stakeholders and teams across the organisation to champion the benefits of service design and help highlight customer needs and opportunities to improve CX.
- Ask smart questions, take risks, and champion new ideas.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

**The essentials you'll need:**

- Graduate or postgraduate qualifications in a relevant field and/or significant demonstrated employment experience in service design working as part of a collaborative multi-disciplinary team to achieve customer focused organisational outcomes or transformation.
- Demonstrated capability and practical application of design thinking principles including human centred design and the associated frameworks, best practices, and service design principles.
- Demonstrated experience leading service design projects and initiatives from inception through to delivery, including ongoing management and continuous review, within complex organisational and stakeholder environments.
- Demonstrated experience facilitating participatory design and customer testing sessions, such as customer interviews, focus groups and customer workshops, as well as the ability to clearly articulate and

generate actionable insights and opportunities to be iterated and/or prototyped through the service design and delivery process.

- Demonstrated research and analytical skills, including the ability to practice divergent and convergent thinking; draw on literature, evidence, and information from diverse sources; and analyse qualitative and quantitative data to draw insights and guide actions.
- Demonstrated experience in the curation and cataloguing of evidence based qualitative and quantitative service design artifacts such as service blueprints, user stories, personas, interview reports, etc.
- Highly developed interpersonal skills, with proven abilities in consultation, influencing at all levels, the capacity to develop and manage effective collaborative stakeholder relationships to build consensus on design requirements that will deliver exceptional customer experiences and improved internal processes.
- Highly developed written and verbal communication skills, with confidence in delivering engaging presentations, workshops and training sessions which are logical, concise and jargon-free, supported by robust insights and data.
- Curious and creative with a passion for problem solving and learning, with skills in dealing with ambiguity.
- Self-starter with the ability to work independently as well as within a multi-disciplined, team environment.
- Demonstrated customer focus with a can-do attitude, outcome-driven and a passion for customer-centric innovation and improvement.
- Ability to challenge the status quo while working within a structured and highly legislated environment.
- Demonstrates the values and behaviours that contribute to a constructive, high performance culture.

#### Other valuable skills you may have:

- Qualifications in Design Thinking and Human Centred Design.
- Qualifications and / or demonstrated experience working with agile project management methodologies and frameworks such as Scrum and Kanban.
- Understanding of the local government context and awareness of the services provided to the community.

#### We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

*I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.*

<b>Employee Name:</b>	
<b>Employee Signature:</b>	
<b>Date:</b>	