**Job Description Digital and UX Designer**

**Role Profile**  ITS008

**Service/Team** IT and Programmes

**Reports to** Hayley Burrows

**Responsible for** n/a

**Number of posts** 1

**Post number** 112672

**Career Grade Grade I SCP 28-31**

**My job improves the quality of life for the people of Bournemouth Christchurch and Poole by** supporting the delivery of efficient and effective digital services to the council, visitors, residents, partners and businesses.

**Job Overview**

To plan, manage and coordinate the design and delivery of effective digital services for the council.

To develop and maintain, open, honest, and effective business relationships with colleagues and stakeholders.

**Key Responsibilities**

* Carry out a variety of user research activities, understanding user behaviour, developing user stories and personas, delivering results that influence service design.
* Actively engage with all colleagues and stakeholders at all levels to ensure that consultation and communication is appropriate, positive and effective.
* Design and create prototypes to showcase processes and write clear specifications for developers, demonstrating a thorough understanding of UX/UI interactions and concepts and GDS standards.
* To manage user demonstrations to front and back-office colleagues exhibiting functionality and services, ensuring all have access to relevant, timely and effective training material.
* To analyse quantitative and qualitative data gathered across multiple systems.
* Provide one to one coaching and mentoring, to support and encourage new ideas and celebrate success.
* Proactively manage and review the effectiveness of our digital services and channels using research, data and evidence to make decisions and recommendations for solutions.
* Lead on continuous improvement by working with services, colleagues and other partners to understand changes to services, legislation, and products, developing recommendations and driving implementation of sustainable change.
* Promote digital channel shift from traditional channels to digital channels leading to more efficient and cost-effective interactions and improved user experience.
* Work closely with the Development and Integration & Configuration teams in developing and enhancing our MS Dynamics service offering including workflows and integrations to third party systems.
* To ensure all self-serve/assist cases, are assessed and implemented in a way that maintains or improves service delivery.
* To engage and consult with other councils and partnerships, undertaking site or arranging host visits/formal benchmarking visits where required in support of research and service development.
* To support the Digital Creation & User Experience Manager in the delivery of our digital services strategy and processes, and, where identified, provide coaching/mentoring as required.
* To work in accordance with the Council’s policy on Customer Care and IT Strategy
* To comply with all decisions, policies and standing orders of the Council and any relevant statutory requirements, including Equal Opportunities legislation, the Health and Safety at Work Act and Data Protection Act.

**Specific Qualifications and Experience**

* Educated to Degree level or equivalent.
* Advanced user of MS Office applications.
* Relevant professional qualification (or equivalent experience) with evidence of continuous professional development and understanding of GDS standards and UX/UI methodologies in local government.
* Proven experience of working within a data driven analytical environment. Authoritative knowledge of practices, processes, and procedures with deference to legal and regulatory requirements and demonstrating a broader commercial awareness.
* Understanding of project management methodologies and how to apply them
* Experience of achieving results through negotiation, persuasion, and influence, using creativity and innovation to problem solve effectively
* Experience in identifying and addressing barriers to service efficiency

**Personal Qualities & Attributes**

* Effective interpersonal and communication skills, both verbal and written. Able to communicate confidently and openly, challenging any unhelpful behaviours that may be encountered.
* Effective decision making and problem-solving skills. Able to make evidence based and outcome focused decisions using proactive risk management and where only general guidance may be available, referring more complex decisions to management.
* To be flexible with an adaptable approach to work and conflicting demands and deadlines.
* Ability to work on own initiative and forward plan effectively to develop proactive solutions to complex business issues
* Excellent listening skills, encouraging open and honest feedback, and collaborative working.
* Champion for change demonstrating enthusiasm and consistently role modelling positive behaviours.
* Demonstrates professional curiosity and a commitment to continuous professional development by shadowing more experienced colleagues and coaching or developing others.

 **Job Requirements**

* Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car.