Job Title:	Senior Service Designer
Reports to (job title):	Head of Business Development

Job purpose

Our purpose is to change lives by transforming health and care so that communities, colleagues, and those who use our services feel how we bring our values of Care, Think, Do to life.

The Senior Service Designer role is central to this purpose – designing, in collaboration with subject matter experts, new service models and business solutions aligned to strategic goals that meet the needs of our service users, and those who pay for our services. They will ensure that models are thoroughly researched, evidence-based, fully costed, and prepared for transition into our operational business.

The post holder will understand and be passionate about all the elements of a good service design - workforce, infrastructure, digital, customer need, pathways, communications, etc. and be confident in presenting, articulating, and visualizing the vision in a way that everyone understands and can support. They will be confident in applying highly skilled and effective design methodology to a range of healthcare service lines.

By co-designing with service users, subject matter experts and a wide range of internal and external stakeholders, the models created will fulfil and exceed the individual briefs for our Commissioners through innovative and winning solutions.

Working within a highly focussed, multi-disciplinary Growth team, alongside our Executive, the post holder will ensure that we stay at the forefront of innovative clinical design and delivery through horizon scanning and engagement, making a real difference to the experience of those who use our services.

Base

Home working, some travel within England.

Key responsibilities

This list is intended to summarise the key responsibilities and is not intended to cover every task that may be required of the role: -

Service Design in response to opportunities (e.g., public sector bidding, Commissioner proposals):

- To take specifications, Needs Assessments, and other available data to design a service solution, engaging subject matter experts as required. Solutions are winning, replicable, usable, operationally achievable, and financially viable
- To ensure digital solutions are enablers to the overall service experience, quality, efficiency, simplifying services for users and colleagues
- To use a human-centred focus, sensibility, and methods to match people's needs with what is technologically feasible
- To use methods that includes ethnographic and observational techniques, visualisation, prototyping, sketching, storytelling, workshopping, and brainstorming
- To ensure design makes best use of all resources, utilising workforce redesign (e.g., capacity versus demand modelling) and digital solutions to enable this.

care·think·do
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HCRG Care Ltd, company number 5466033 registered in England and Wales at The Heath Business and Technical Park, Runcorn, Cheshire WA7 4QX

- To measure the impact of a design once in the hands of service users understanding the value and impact the service has had, taking the learning and adapting designs and blueprints from evaluations
- Working with stakeholders (service users, partners, and colleagues) to generate and test evidence-based, insight-driven ideas and solutions
- To share developed products and models internally and externally as required.

Communications:

- To present solutions for critique, challenge, and adoption by key stakeholders
- To create visual, verbal and written reports and updates for review, including by Executive directors as required
- Be an Ambassador for the organisation, specifically in the area of Design & Innovation in policy, public and professional circles

Research & Innovation:

- Can undertake desktop and insight research, mapping themes and drawing journey maps to support designs
- Keep up to date with relevant research and policy
- Ability to understand people's needs and where digital solutions can be utilised in designs to achieve better solutions.
- Ability to identify digital functionality requirements within product solutions to identify appropriate digital solutions
- Create links with academic institutions, industry leaders and other research and innovation institutions, providing access to expertise and capacity when needed

Projects:

- Can independently manage a design project keeping to the brief and timelines.
- Develop relationships with internal and external stakeholders to enable co-design with subject matter experts and guidance on design solutions as necessary

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care Think Do

•Inspire • Challenge •	Accountability
•Understand • Improve •	Involve
•Communicate • Learn •	Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice , NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training

- Reading applicable policies and procedures

- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements

- Ensuring the security and confidentiality of all records and personal information assets

- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines

- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.

- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead

- Adherence to the clear desk/screen policy

- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Personal Specification

Essential:

> Experience:

- In clinical service design, understanding of care services and pathways
- In conducting user research, co design and/ or group facilitation skills
- Of costing service models
- Of working to multiple priorities and setting / meeting deadlines as agreed

> Skills:

- Demonstrable creative skills, generating new ideas and innovations within designs to support improved service outcomes and efficiencies across multiple service lines / fields of care
- Ability to work with a wide variety of people across the business and with external partners to develop new service solutions
- Ability to research, analyse, synthesise information and ideas from a variety of sources
- Demonstrates resilience and ability to challenge status quo
- Excellent communicator and confident presenter, skilled in multiple communication methods
- High level of influencing and persuasive skills
- Basic ability to digitally draw/ visualise a concept

> Attitude:

- Ability to work flexibly
- Ability to work autonomously, quickly and with agility under high pressure conditions
- Passion for health and care and the organisation's vision
- Can-do attitude, self-starter, highly motivated, confident decision-maker, team player.

Desirable:

- Understanding and experience of change methodology
- Knowledge of other sectors such as the independent health sector, social care, public health and wellbeing, the voluntary sector
- Project management experience and qualification
- Skilled within a range of IT/ Technical skills and ability to demonstrate design through detailed graphics and narrative
- Lean thinking methodology knowledge and experience
- Experience of writing Standard Operating Processes to support consistency of delivery
- Digital design experience/ knowledge

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Employee signature

Manager signature