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| Job Title | Senior Design Lead |
| Grade | Grade A |
| Job Purpose | Lead the design work for the Product and Service Design team. Manage the service and interaction designers and provide direction for user researchers and content designers working on Services and Products.Design services that serve internal users, health and social care providers, and other bodies; creating clear, simple and consistent systems that promote **digital adoption** to reduce inefficient and error-prone manual handling, and increase data conversion into insight.  |
| Accountabilities | * Recruit and line manage the Interaction and Service Designers, including temporary colleagues that join to deliver project specific work
* Develop and maintain service blueprints that show end to end, front to back services to deliver user needs
* To act as a profession lead in service design and interaction design, ensuring consistency of approach and standardisation of design patterns and artefacts
* Work closely with product managers and developers to turn design into user stories and actions that lead to valuable product and service features.
* Support the recruitment and direct the work of Content Designers and User Researchers to support the Product and Service Design team
* Oversee the work of the Content Designers who work with CQC subject matter experts, Policy and Interaction Designers to write the on-page labels, instructions, and context sensitive help.
* Oversee the work of the user researchers and performance analysis to ensure their plans consider the different user Provider profiles from sole trader to large corporate provider and that their work is of a consistent high standard across teams and projects.
* Act within a service design and interaction design capacity as needed to support the work and delivery of the team
* Provide expertise and knowledge as part of the design assurance process
* Ensure you are familiar with the tools and techniques that all roles in your team will use
* Attend senior digital or transformation meetings to act as the champion of user centred service design.
* Work to create a user-centred culture and evidence-based service design within the organisation.
* Maintain and evolve as appropriate any non-digital routes for Provider data (eg Word forms) so that they are consistent with Digital routes and minimize CQC manual data entry and Provider contact.
* Ensure evidence from user research and performance analysis informs the organisation’s digital roadmap plan
* Use web analytics, information on search trends and user testing results to identify improvements in Provider guidance.
* Ensure you are familiar with the tools and techniques that all roles in your team will use
* Ensure that people in your team are able to contribute to the understanding of a user’s end-to-end experience of a service.
* Build user-centred practices into the work of the organisation’s teams and teams understand what success looks like for their users and services
* Work with the Business Architect Officer to maintain the Service Blueprint library
* Ensure close collaboration with other teams working in research, performance and user-centred design
* Promotes a culture of respect and fairness and understands personal responsibilities around delivering against CQC diversity and inclusion strategy.
* Demonstrate competence and supports others to achieve behavioural excellence through our Success Profiles (Success Profiles (cqc.local)) ensuring yourself and those you work with are the best that they can be.
* Role models and supports others to instill our values into everything that we do.
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| Specific skills and experience | * Graduate level education.
* Experience of accessibility and usability as applied to online portals, CRM applications, websites and business to business or regulatory environment, including addressing a range of business profiles
* Experience designing services and turning designs into functioning services
* Experience of working flexibly, knowing when to push for an extensive approach to service design and when to take a lighter touch
* Experience of helping teams adopt user-centred service design and delivery practices and embed them into their agile workflow.
* Experience of people and performance management and staff development.
* Experience of managing internal and external suppliers
* Proactive team player with the ability to work on a variety of projects simultaneously
* Understanding of how metrics can be used to develop customer journeys that result in the user completing the task in hand.
* Excellent oral and written communication skills in order to influence using evidence to challenge senior stakeholders.
* Attention to detail and an eye for consistency.
* Excellent interpersonal skills.
* Proven ability to analyse issues and options logically.
* Excellent stakeholder management skills.
* Experience of working within an Agile environment.
* Experience of advocating for inclusive practices and including all kinds of users in appropriate research activities to help teams understand the diversity of people who use CQC services.
* Experience of helping teams adopt a wide range of user research methods, analysis and synthesis techniques and approaches to presenting and sharing findings.
* A good understanding of the social and technological context for public sector services and experience of aligning user research activities to help teams understand changing user behaviour.
* Knowledge of the technologies used to build and operate digital services, and the ability to work closely with colleagues in technical roles and to constructively challenge technical constraints.
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| **Values & Behaviours** | **Excellence****In my work for CQC:*** I set high standards for myself and others, and take accountability for results
* I am ambitious to improve and innovate
* I encourage improvement through continuous learning,
* I make best use of people’s time, and recognise the valuable contribution of others

**Caring****In my work for CQC:*** I am committed to making a positive difference to people’s lives
* I treat everyone with dignity and respect
* I am thoughtful and listen to others
* I actively support the well-being of others

**Integrity** **In my work for CQC:*** I will do the right thing
* I ensure my actions reflect my words
* I am fair and open to challenge and have the courage to challenge others
* I positively contribute to building trust with the public, colleagues and partners

**Teamwork****In my work for CQC:*** I provide high support and high challenge for my colleagues
* I understand the impact my work has on others and how their work affects me
* I recognise that we can’t do this alone
* I am adaptable to the changing needs of others
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