

**PERSON SPECIFICATION**

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| **This form must accompany the Job Description to which it refers.** |
| **Job Title** | **Lead Service Designer** |
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| **Grade** | **Band 8a**  |  |
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| **ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** |
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| **Qualifications** | * Educated to masters level OR equivalent qualification/experience in for example Service Design, Interaction Design, Human-Centred Design etc.
* Qualifications or experience demonstrating proficiency in design applications such as Marvel, Sketch, Adobe, Affinity, Invision, MURAL etc
 | Membership of a relevant design body/management profession |
| **Training** | * Knowledge of and compliance with the latest legislation and organisational policies and procedures related to equality and diversity, especially accessibility regulations and principles of inclusive design, e.g. Equalities Act 2010, EU directive on accessibility of public websites and apps, NHS Constitution and Accessible Information Standard.
* Knowledge of popular design frameworks and methodologies such as Scottish Approach to Service Design and BBC’s Global Experience language (GEL) Cooper Design, IDEO, Karen Holzblatt etc
 | Aware of and understands programme and project management methodologies and their uses in Service designKnowledge of Healthcare and/or NHS Organisations Knowledge of development techniques and development platforms (voice, web, iOS,Chrome) environments, languages and technologies |
| **Experience** | * Experience of leading whole system service design projects, able to demonstrate a clear grasp of service design concepts, theory and methodology, and their practical application
* Experience of creating service design strategies, standards, policies, frameworks and toolkits in line with legislation and emerging practice
* Experience leading and managing cross-disciplinary teams and ensuring that the process for making design decisions is based on evidenced user research and understanding of user journeys.
* Proficient skill in data visualisation, story-telling and narrative development to convey relevant insights and messages to inform the redesign of services.
* Developed stakeholder management skills combining, negotiation, influencing and expectation setting and management.
* Experience of facilitating workshops and delivering presentations to groups.
 | Experience of working in a consultancy environment where customers are supported and empowered through the (re)design process. |
| **Personal Qualities** | * Have the ability to operate effectively under pressure and to deliver work of a high standard with conflicting and demanding deadlines. Commitment to personal and professional development and that of the team.
* Be self-aware and authentic with the ability to understand and articulate their own and others strengths, motivations, patterns, needs and limitations.
* Must be able to engage in open and honest discussions of own performance and the team and use feedback constructively to improve performance.
* Proven ability to develop skills and knowledge in new areas at short notice
 | Portfolio that demonstrates strategic examples of their design specialism, and methods and techniques |
| **General** | Ability to travel to customer sites across NHSScotland |  |