

POSITION DESCRIPTION

Position Title Service Design and improvement officer	HR2221	Position Level Level 7 – City of Bunbury Employees 2022 Enterprise Agreement	Reports to Corporate Program Coordinator
Role of position The Service Design and Improvement Officer plays a key role in developing and enhancing services by understanding user needs, creating user-centred service designs, and facilitating collaboration with cross-functional teams to drive continuous service improvement. This role supports business improvement projects across the City, enhancing the customer experience through innovative service solutions.			
Accountabilities: Service Design and User Research <ul style="list-style-type: none"> Conduct in-depth research to understand user needs, opportunities, and pain points, with a focus on diverse and vulnerable communities. Develop and maintain service design artifacts, including service blueprints, journey maps, and process models, to visualise service interactions and identify improvement areas. Ensure service designs align with regulatory standards and local government policies. Develop and prototype service concepts to enhance the user experience, testing concepts to validate effectiveness before full implementation. Regularly report to stakeholders on user research findings and updates to service design blueprints, ensuring transparency and alignment. Provide service improvement recommendations that could lead to the Service Catalogue updates to Team Leader Integrated Planning. Contribute to draft documentation for the Service Catalogue including but not limited to service descriptions, service specifications, service enhancements or service retirements. Facilitation & Stakeholder Engagement <ul style="list-style-type: none"> Lead and facilitate workshops, co-design sessions, and cross-departmental meetings with a focus on inclusive participation and representation from diverse user groups. Foster collaboration across teams to ensure service alignment with goals, outcomes, and strategies. Utilise various facilitation techniques to encourage participation, promote creative problem-solving, and ensure all voices are heard. Document and share workshop outcomes, including action items and insights, across relevant teams to maintain continuity and shared understanding. Change Management Support <ul style="list-style-type: none"> Utilise the Change Management Framework to support service design initiatives and business improvements. Assess the impact of service changes on users and stakeholders, providing insights and recommendations to inform transition strategies. Conduct regular impact assessments of service changes and document findings for cross-team visibility. Communicate effectively with stakeholders at all levels, fostering buy-in and support for service-related improvements. Continuous Improvement <ul style="list-style-type: none"> Monitor and evaluate the effectiveness of designed services using defined performance metrics (e.g., user satisfaction, efficiency gains). Collect and analyse feedback from users to identify opportunities for ongoing improvement. Stay informed on industry trends, best practices, and emerging technologies in service design and share relevant insights across teams. Produce regular reports and communication summarising findings, best practices, and recommendations for service enhancements. 		Internal Relationships <ul style="list-style-type: none"> All City of Bunbury employees Team Leader Integrated Planning Senior Organisational Design & Architect Advisor CoB Leadership Team External Relationships <ul style="list-style-type: none"> Local Government Agencies External stakeholders and community groups as required Financial Accountabilities and Delegations <ul style="list-style-type: none"> Acts within established practices. Designated employee, with delegated powers and duties in accordance with Local Government Act 1995 and others. Essential Criteria <ul style="list-style-type: none"> Advanced diploma or degree in service design, CX/UX or extensive industry experience in this or a related discipline Extensive knowledge of service design frameworks and methodologies Experience developing and using process maps and other tools to articulate and define the services of an organisation. Familiarity with design thinking methodologies, including ideation, prototyping, and iteration. Proven experience in facilitation and collaboration with cross-functional teams in a large organisation. Strong understanding of change management principles and practices. Ability to maintain strict confidentiality Excellent communication and interpersonal skills. Ability to achieve shared outcomes by engaging, influencing, and effectively working with a variety of stakeholders. Desirable Experience <ul style="list-style-type: none"> Experience in workshop development and delivery. Experience with digital projects using agile methodologies. Experience in working with diverse community groups to achieve shared outcomes. Understanding of organisational change concepts and experience participating in organisational change in a large organisation. Qualifications/Training <ul style="list-style-type: none"> WA Driver's licence 	

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Mission Statement

Welcoming and Full of Opportunities

Values

Employees at the City of Bunbury observe the following Values in their day to day activities:

We are Community

- We are **one team**
- We keep each other **safe**
- We display **empathy and respect**
- We have **fun** and **celebrate** our successes
- We work together to **achieve** great outcomes

We are Open

- We are **open to opportunities**
- We **actively listen** and think things through
- We are **inclusive** and treat everyone **equally**
- We are **honest** and open in our **communications**
- We are open to feedback to **improve** our performance

We are Brave

- We **lead the change, we own it!**
- We **trust** and **empower** each other
- We have the **difficult conversations early**
- We hold ourselves to the **highest standard**
- We have the **courage** to improve and **simplify**

#WEARECOB

Misconduct

City of Bunbury employees are required to comply with our Code of Conduct and refrain from behaviour that is deemed misconduct.

Employees must:

- Apply accountable and ethical decision making principles within the work environment.
- Behave in accordance with legislation, City of Bunbury Council Policies, Management Policies and Employee Code of Conduct.
- Understand and observe the definitions of Misconduct and Serious Misconduct as defined in the Corruption Crime and Misconduct Act 2003.
- Report any information about actual or potentially fraudulent, corruption or illegal activities, including breaches of the City's Code of Conduct, to your Manager, Director or CEO.

Risk Management

- Understand and adhere to the Risk Management Policy, Corporate Guidelines and related procedures. When required, undertake risk assessments for all proposed projects in consultation with Team Leader, Manager or Director.
- Apply sound operational risk management practices within the work environment.

Customer Service

- Foster, advocate and implement the City's Customer Service Charter.
- Aim to exceed customer expectations.
- Strive for an element of consistency from one service transaction to the next.
- Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.
- Deal with enquiries from customers and provide or arrange for the provision of the appropriate information or redirect the customer to the appropriate service provider.

Work Health and Safety

Managers/Supervisors must:

- Ensure adherence to WHS policies and procedures.
- Consult and cooperate with workers and WHS representatives on WHS issues.
- Ensure that workers are equipped with the information, instruction, training, and supervision that they need to work safely.
- Identify, assess, and control hazards within their area of responsibility by applying the hierarchy of controls.
- Encourage early reporting of incidents, gather initial information to assist investigations and forward to WHS Team immediately.
- Ensure that workers are aware of, and abide by, all relevant health and safety procedures, particularly those relating to the operation of plant and equipment.
- Develop Safe Work Procedures as required in consultation with the workers and ensure adherence to procedures.
- Provide PPE as required and ensure workers are aware of correct usage and storage requirements.
- Ensure all plant and equipment is properly maintained.
- Maintain relevant knowledge of WHS issues.
- Act as a role model by demonstrating safe work behaviours.

Workers must:

- Take reasonable care to ensure their own health and safety and that of others who may be affected by their acts or omissions, as defined in WHS legislation.
- Participate in the development of a healthy and safe workplace.
- Comply with any reasonable instructions given for their own health and safety and that of others, to comply with legislation and local policies and procedures.
- Cooperate with management in its fulfilment of its legislative obligations.
- Report any injury, illness, hazard or near miss immediately, where practical to their supervisor.
- Familiarise themselves with the work health and safety policies and procedures
- Not wilfully or recklessly interfere with safety equipment.

Accountable and Ethical Decision Making

- Ensure actions and decisions are impartial and unbiased and can be justified and accurately explained.
- Act fairly and justly, abiding by principles of due process and natural justice.
- Be accountable and transparent.
- Do your job effectively and as efficiently as possible.
- Behave in accordance with legislation, City of Bunbury Council Policies, Corporate Guidelines and Code of Conduct.
- Declare any potential conflicts of interest.

Signature:

Date: