

## POSITION DESCRIPTION

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

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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: