



London Borough
of Hounslow

Community Service Designer

Grade: PO6

Salary: £45,834 - £48,819

Directorate: Assistant Chief Executive

Reports to: Business Improvement Manager

ARE YOU READY TO REDESIGN COUNCIL SERVICES?



Hounslow Council is transforming how it serves and leads one of London's most diverse boroughs; a borough which will be one of the hardest hit socially and economically by Covid-19. We need to step up for our residents and businesses like never before.

At Hounslow we call it Community-Centred Design. We want to create an approach to listening to our communities. We want to work with our community to understand what they need and for them to be at the centre of their own solutions. We look to prevent residents falling further into needing our services by delivering early interventions to improve their lives.

We work in the One Hounslow way; a whole council, whole borough and whole community approach. We want to design and redesign excellent services with our partners for our residents.

With an ability to facilitate complex service design/redesign, you'll be applying your skills across services and organisations.

This is a role to make lasting impact.

Mike Burch, Business Improvement Manager

THE ROLE

- This is designing whole services. The whole system of relationships, hand-offs, environments, communication, community, performance targets, management, behaviours and so on.
- You will play a key role in helping develop the One Hounslow approach by applying and facilitating service design, systems thinking, ethnography, behaviour change and human-centred design approaches, amongst others.
- A variety of challenges, problem-solving and cross-cutting work awaits you from things like designing new internal processes to preventing health concerns in Hounslow. It could be advising and facilitating a couple of internal teams or various organisations.
- You will listen to all stakeholders, including residents, and their stories to help facilitate subject matter experts in understanding the big picture and the factors that make outcomes, successful or unsuccessful.

THE CHALLENGE

- Hounslow is a vibrant, diverse borough with more than 275,000 residents who speak 188 languages. It's a growing and changing borough. We have ambitions to build 5,000 new homes by 2022, transform our town centres and neighbourhoods, create new jobs and apprenticeships, and we're London-leaders when it comes to tackling the Climate Emergency.
- It's also one of London's most enterprising boroughs. Before the COVID-19 pandemic it had the second fastest growing economy in London, and is home to major names such as Sky, Disney, Brentford FC and London Irish, thousands of small businesses – from family-run to tech start-ups – a new Creative Enterprise Zone, and has Heathrow on its doorstep.
- However, it's expected to be one of the hardest-hit places in the country due to the COVID-19 pandemic. Our residents and business are facing extremely tough months and years ahead, and there will be major social and economic challenges to overcome. We will need to support and empower our communities as never before, as we lead the borough through recovery.
- We'll need to listen to our communities and transform the way we deliver services to our residents. We'll need to continue working with internal and external stakeholders to help them understand the social and environmental issues at play.
- We'll need to pinpoint the areas which intervening in will have the greatest, most sustainable prevention results.

CORE ACCOUNTABILITIES – Strategic



Facilitate stakeholders through a systemic look at broad, complex, cross-cutting systems.



Be responsible for leading people through a service design process.



Understand complex, interconnected processes and be able to communicate the links.



Promote and lead on the vision and values of the Council through collaboration and professionalism.



Understand and solve complex service design challenges.



Articulate and promote the One Hounslow way of thinking.



Help experts identify outcomes and ensure that is at the forefront of the design work.



Help spread systems thinking and service design practice throughout the council and partners.

CORE ACCOUNTABILITIES – Operational



Work with project teams to theme, analyse and make simple sense of the information captured.



Be responsible for facilitating cause and effect loops and the forces that enable and inhibit outcomes being reached.



Translate community research into actionable insights and map customer journeys to make decisions about their needs.



Plan and run virtual and face-to-face workshops with any stakeholders, including community members and groups.



Pinpoint areas to implement preventative activities that have the most impact.



Draw systems maps taking all research, insight and causal loops into account.



See insight from data and apply it to the complex system issues and use insight to produce designs that meet user needs.



Help experts identify outcomes and ensure that prevention is at the forefront of the design work.

WHO WE'RE LOOKING FOR

- You will be one of the first to help build the service design team and practice from the start of our One Hounslow transformation journey
- You will demonstrate facilitation skills to reach objectives
- You understand systems thinking or similar methodology and have the mindset to apply it
- You demonstrate an understanding of service design and the potential and/or experience of applying it
- You understand the importance of human-centred design to drive innovative, sustainable ideas
- You will understand and/or be able to understand local government and how it works
- You're a service designer that can design for the future and now.
- You will challenge the status quo whilst facilitating subject matter experts to be innovative and ambitious
- You'll have the experience of working and communicating with all stakeholders professionally
- You will work with humility and proactively want to learn from others
- You will lead by example in all interactions
- You will be comfortable using Microsoft office tools to document and communicate
- You will have experience of learning online whiteboard tools for virtual workshops and as a working board
- You can work with raw data, analyse it and use it to provide actionable insight

THE 'ONE HOUNSLOW' VALUES THAT DRIVE US

LEAD WITH HEART

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

HARNESS THE MIX

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down barriers to unlock the problem-solving power of our amazing mix of minds.

DO NEW

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

PASS ON THE POWER

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But, most of all, it's about being ready to trust each other to do the right thing.

BE A ROCK

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

THIS IS HOUNSLOW



- We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 250,000 people live in the borough.
- It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.
- The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick.
- The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

EMPLOYEE BENEFITS

- **Annual leave** – Generous annual leave entitlements starting from 24 days and rising to 30 days.
- **A range of family friendly leave options** – Maternity, Paternity, Parental and Shared Parental Leave
- **Premature baby leave and pay** – We are proud to have The Smallest Things Chartermark.
- **Christmas closure** – Up to 3 days, between Christmas and New Year, if your office is closed.
- **Flexible working arrangements** - our focus is on the outcomes you deliver and we are flexible about where and how this is best achieved.
- **Local Government Pension Scheme** – Open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Learning and development** – we want you to learn everyday. We have a fantastic range of resources and opportunities and are committed to your development throughout your career with us
- **Travel options** - Pool cars, Pool Bikes, Season Ticket Loans.
- **Staff wellbeing services** - Including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.

HOW TO APPLY

- To apply, please submit a CV and cover letter detailing why you're a strong candidate for the role to mike.burch@hounslow.gov.uk.
- Your cover letter should be no longer than two sides of A4, Arial 12pt.
- The closing date for applications is 8th November
- Interviews will take place week commencing 15th November.
- For more information or to discuss the role, please contact mike.burch@hounslow.gov.uk
- Thank you for your interest

We value diversity. We're committed to creating an inclusive culture where everyone is able to be themselves, give of their best and reach their full potential. We believe that a diverse workforce helps us to better understand our communities and deliver the best for our residents.

We want to receive applications from all, regardless of age, gender identity, disability, marriage or civil partnership, pregnancy or maternity, religion or belief, race or ethnic origin, sex, sexual orientation, transgender status or social economic background. We want to harness the mix and ensure that everybody can apply.

We recognise the diversity of Hounslow's communities and we are particularly keen to hear from candidates who will improve our own diversity and strengthen our ability to communicate to all our residents.