



Service Designer

Job pack

Thanks for your interest in working at Citizens Advice. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Information about the team, organisation and role
- The role profile and person specification
- The benefits of working at Citizens Advice
- Our approach to equality and diversity

Want to chat about this role?

If you want to chat about the role further, you can contact **Maria Portugal** by emailing maria.portugal@citizensadvice.org.uk

Our values

Purpose driven - we always focus on the people who need our help

People focused - we recognise, value and reward contributions and talents in an open, fair and meaningful way

Collaborative - we build relationships across teams and locations to foster innovation and inclusive ways of working

Transparent - We're open and honest, sharing information early and often whenever we can

3 things you should know about us

1. We're local and we're national. We have 6 national offices and offer direct support to people in 279 independent local Citizens Advice services across England and Wales.

2. We're here for everyone. Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

3. We're listened to - and we make a difference. Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

How our organisation works

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 300 local Citizens Advice members.

This role sits in the national charity, which includes

- 950 national staff working in one of our 6 offices or as homeworkers, or as part of the Witness Service from over 240 courts across England and Wales
- 3000 Witness Service volunteers

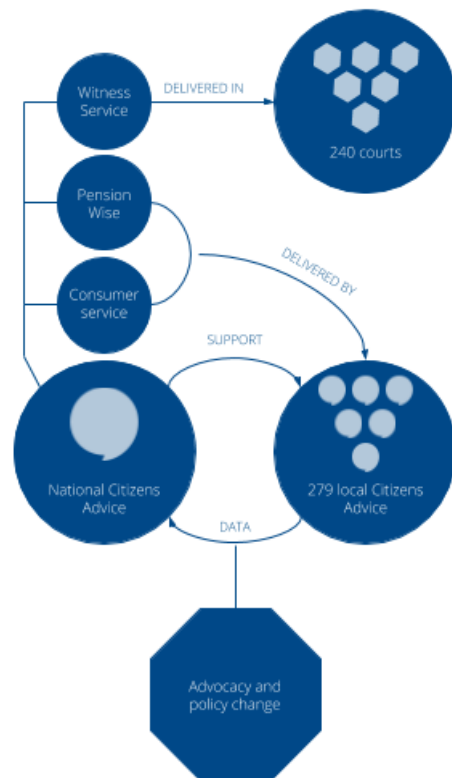
Our network members are all independent charities, delivering services from

- over 600 local Citizens Advice outlets
- over 1,800 community centres, GPs' surgeries and prisons

They do this with:

- 6,500 local staff
- over 23,000 trained volunteers

Our reach means 99% of people in England and Wales can access a local Citizens Advice within a 30 minute drive of where they live.





The team

The role you're applying for is in the **Customer Journey** directorate and in the **Service Design** team. Here are some blogs where you can find out more about us:

1. **[If you push beyond digital, what happens next?](https://wearecitizensadvice.org.uk/if-you-push-beyond-digital-what-happens-next-f31a763f6310)** by James Plunkett, Executive Director of Advice & Advocacy
<https://wearecitizensadvice.org.uk/if-you-push-beyond-digital-what-happens-next-f31a763f6310>
2. **[Running a responsible customer journey team](https://wearecitizensadvice.org.uk/running-a-responsible-customer-journey-team-9ee3b3ce442f)** by Rebecca Kemp, Director of Customer Journey
<https://wearecitizensadvice.org.uk/running-a-responsible-customer-journey-team-9ee3b3ce442f>
3. **[A beginner's guide to speech to text software](https://medium.com/@jamiiegibson90/a-beginners-guide-to-speech-to-text-software-ca22767d0f96)** by Jamie Gibson, Senior User Researcher
<https://medium.com/@jamiiegibson90/a-beginners-guide-to-speech-to-text-software-ca22767d0f96>
4. **[What we've learned about the detail our advisors need](https://wearecitizensadvice.org.uk/what-weve-learned-about-the-detail-our-advisers-need-and-how-we-re-improving-things-33ff71b496f2)** by Richard Williams, Senior User Researcher
<https://wearecitizensadvice.org.uk/what-weve-learned-about-the-detail-our-advisers-need-and-how-we-re-improving-things-33ff71b496f2>
5. **[How we're making it easier for people to get the right help when they call us](https://wearecitizensadvice.org.uk/how-were-making-it-easier-for-people-to-get-the-right-help-when-they-call-us-f21d840b4680)** by Clare Villalba, Service Designer; Magda Sabatowska, Senior Service Designer; and Lyndsey Johnson, Senior Product Designer.
<https://wearecitizensadvice.org.uk/how-were-making-it-easier-for-people-to-get-the-right-help-when-they-call-us-f21d840b4680>



The role

We're looking for a Service Designer to join our Service Design team here at Citizens Advice.

Our team works to design and develop services that truly meet the needs of our service users.

You'll work with service users, frontline staff, subject matter experts and stakeholders, alongside other researchers and designers, to design new services.

As a member of the service design team you'll be involved in every stage of the design process. You'll be:

- working to understand user need and the strategic direction of the organisation
- generating service concepts
- planning and facilitating co-design workshops
- actively prototyping and testing design ideas

You'll need experience applying the service design process in a fast-paced, iterative environment.

We're interested in people who can see the bigger picture and also be able to get into the details when needed. You will need to be able to communicate your thoughts and ideas well, both verbally and visually.

We are looking for someone who is enthusiastic about creating positive change and who will always be user-focussed, collaborative, hardworking and open to learning new things.



Role profile

Band	Senior Office - Mid	
Reporting to	Senior Service Designer	
Proficient salary	£42,000 (plus London allowance of £3520 if applicable)	
Location	Flexible within England and Wales	Medium travel required
Team overview	The Citizens Advice Customer Journey team is leading the transformation of Citizens Advice content and services.	
Role purpose	To carry out design projects that inform organisational strategy and the design and development of new and existing services, drawing on a range of qualitative and quantitative methods and taking a user-centred approach.	
Main responsibilities	Key elements/Tasks	% of Time
Plan and deliver service design projects implementing best practice	<ul style="list-style-type: none">• Research, prototype, design and improve services based on robust analysis of user needs, strategic intent, and business requirements.• Generate new and useful insights to inform the strategies that will drive the development of Citizens Advice services.• Articulate the value of service design and advocate for user-centred insights to drive decision-making, service evaluation, impact measurement and continuous improvements for our audiences.• Contribute to the evaluation of different service options, and facilitate workshops at all levels of the organisation to engage teams in creating solutions.• Ensure that the work of the team reflects, supports and advances our EDI commitment and that we center the voices of those who are directly impacted by the services we design.	70

<p>Maintain and develop expertise and insight, and be an active member of our community of practice</p>	<ul style="list-style-type: none"> • Keep up to date with best practice in Service Design and proactively suggest how we can apply this best practice in day-to-day work. • Be an active member of the team and of the wider Community of Practice. Support the induction of new team members and contribute to a positive, open and supportive team culture. • Share and contribute design knowledge and tools with all teams you work with and with our communities. • Proactively help us challenge and develop our design practices. 	<p>20</p>
<p>Other</p>	<ul style="list-style-type: none"> • Undertake any other duties as may be reasonably required within the scope of the role. 	<p>10</p>



Person specification

ESSENTIAL (to be assessed at application and interview)

1. Demonstrable experience of using primary and secondary research to identify user needs, and of shaping services and content around those needs, while balancing business and technical constraints.
2. Demonstrable experience in practicing service design and applying design thinking principles when building services, especially those with complex user journeys.
3. Excellent analytical skills, with the ability to think creatively and pragmatically and identify solutions, including the ability to adapt flexibly to different areas of service delivery or advice content, and provide constructive challenge in unfamiliar areas.
4. Experience of working as part of a multi-disciplinary team, including in a remote setting, and commitment to being collaborative and working in the open.

ESSENTIAL (to be assessed at interview)

5. Excellent written, oral and visual communication and influencing skills, including the ability to communicate strategic insights and design outcomes to diverse audiences.
6. Commitment to maintaining a positive working environment in which equality and diversity are championed, dignity at work is upheld and staff are empowered and motivated to achieve good outcomes.

DESIRABLE

1. Experience leading co-design projects and designing for the needs of marginalised and seldom listened-to groups.

2. Confidence and proficiency in using design software such as Adobe Illustrator, Indesign, Figma, Mural.



Terms and conditions

1. **PROFICIENT SALARY:** As advertised

Appointment may be at an initial salary level (90 or 95% of the proficient salary) or at the proficient salary, depending upon skills and abilities as assessed during the recruitment process.

If you are a designated essential car user, you will receive an Essential Car User Allowance payment in addition to your salary.

2. **ANNUAL/TOTAL LEAVE**

Annual leave is 26 days pro rata per annum from 1st January to 31st December, plus 4 fixed days (normally over Christmas and New Year). Additionally, there is Long Service Leave of 1-5 days after 3-7 years service.

3. **PENSION SCHEME**

Citizens Advice provides a Group Stakeholder scheme. Further details of this scheme will be provided to the successful applicant at offer and contract stage.

4. **LEARNING AND DEVELOPMENT**

Citizens Advice has a co-ordinated staff training and development strategy. This will mean that training for your current job, and future career developments relevant to Citizens Advice will be provided and you will be encouraged to take an active role.

5. **INTEREST FREE LOANS**

Interest-free loans are available to purchase season tickets for travel, and for career development purposes. If you are a designated essential car user, interest-free car loans are also available.

6. SALARY SACRIFICE SCHEMES

Citizens Advice offers salary sacrifice pension and operates a Cycle to Work scheme which provide a tax-efficient method for employees to contribute to their personal pension or purchase a bicycle for commuting to work.

7. DISCLOSURE AND BARRING SERVICE CHECKS (DBS)

Some Citizens Advice positions may require the successful candidate to undergo a DBS check.

8. EQUALITY AND DIVERSITY

Citizens Advice recognises the positive value of diversity, promotes equality and challenges unfair discrimination. We recognise people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions, and we wish to encourage and harness these differences to make our services more relevant and approachable. Citizens Advice will not discriminate or tolerate discriminatory behaviour on the grounds of race, colour, sex, transgender, disability, nationality, national or ethnic origin, religion or belief, marital/partnership or family status, sexual orientation, age, social class, educational background, employment status, working pattern, trade union membership or any other irrelevant factor in any aspect of employment.

Our values include a commitment to equality and fairness, and to valuing each other. All our employees are expected to have read and understood our Equality and Diversity Policy and to ensure they behave in accordance with its principles. Breaches of the policy may lead to disciplinary action.

9. DIGNITY AT WORK

Citizens Advice is committed to providing a culture in which all staff value each other and are able to work together to their full potential in an inclusive environment free from harassment, bullying and other unacceptable forms of behaviour. Unacceptable behaviour in the workplace will be actively dealt with, all complaints will be taken seriously, confidentiality will be respected and victimisation of those that raise complaints will not be tolerated.

Our values include commitments to work together and value each other - all our employees are expected to have read and understood our Dignity at Work Policy

and to ensure they behave in accordance with its principles. All staff are responsible for helping to create and maintain a positive and inclusive working environment free from bullying and harassment. All managers have a particular responsibility for ensuring a supportive and inclusive working environment in which dignity at work is actively promoted.

10. PROBATIONARY POLICY

New appointments are subject to a six months probationary period. Performance is reviewed after three months and again after six months. At the end of the probationary period the outcome of the assessment may be confirmation of post; notice of dismissal; or at Citizens Advice's discretion, an extension of the probationary period by a further three months.

11. POLITICAL IMPARTIALITY

An important part of the principle of impartiality is that Citizens Advice staff are seen to be upholding the principle of party political impartiality. To avoid possible misunderstanding or possible conflicts of interest guidelines have been established on staff taking part in party political activities. If you currently hold, or are intending to stand for local or national party political office, we will expect you to tell us about this if shortlisted for interview.

13. LOCATION

As advertised

14. EMPLOYMENT STATUS

As advertised

15. FLEXIBILITY

Our roles are open to discussion about flexible working, which may include arrangements such as part-time working, formalised flexitime, fixed (non-standard) working hours, working from home and job-sharing.

16. HOURS OF WORK

As advertised

Normal full time working hours are 9 - 5.15, Monday to Friday, although these hours may vary from week to week to meet the needs of the job. Staff may be able to agree a different working pattern with their manager.

Citizens Advice is an operating name of The National Association of the Citizens Advice Bureaux.



What we give our staff

We value the people who work here - and we show that in what we offer. As well as things like annual leave and our workplace pension, working at Citizens Advice means getting access to many benefits.

- **A commitment to your development.** We have a coordinated staff training and development strategy. This means that training will be provided both for your current job and for your development.
- **Employee assistance programme.** Everyone working at Citizens Advice has immediate access to professional and completely confidential counselling and legal advisory services.
- **Interest free loans.** We offer loans for travel season tickets, and for career development purposes. We offer interest free car loans if you're a designated car user.
- **Support when things in your life change.** We'll be there for you with options for flexible working, career breaks, and support for parents and carers.
- **Great everyday deals.** Working at Citizens Advice gives you access to a number of deals and discounts via our Your rewards discount scheme.

You can find out more about what we offer our employees [on our website:](https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/citizens-advice-staff-benefits/)
<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/citizens-advice-staff-benefits/>



Equality and diversity at Citizens Advice

Citizens Advice is fully committed to stand up and speak up for those who face inequality and disadvantage. We want this to be reflected in the diversity of the people who work for us.

To help us achieve this, we aim to make our recruitment process as fair as it can be. We also offer support to disabled candidates to make sure no one loses out on a role because of their condition.

- **We judge the application, not the person.** The select panel won't see your personal details. This makes sure each person's response is judged on its merits and not on their background.
- **We offer a guaranteed interview scheme.** If you have a disability and your application meets the minimum criteria for the post, we'll interview you for it. [Find out more here:](https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/guaranteed-interview-scheme/)
<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/guaranteed-interview-scheme/>
- **We're a Disability Confident employer.** We're committed to changing attitudes towards disability, and making sure disabled people have the chance to fulfil their aspirations. [You can find out more on:](https://www.gov.uk/guidance/disability-confident-how-to-sign-up-to-the-employer-scheme)
<https://www.gov.uk/guidance/disability-confident-how-to-sign-up-to-the-employer-scheme>
- **We're part of the Equality and Diversity Forum.** This means we're committed to progress on age, disability, gender, race, religion and belief, sexual orientation and broader equality and human rights issues. [Find out more here:](https://www.citizensadvice.org.uk/about-us/about-us1/equality-and-the-citizens-advice-service/equality-and-diversity-forum/)
<https://www.citizensadvice.org.uk/about-us/about-us1/equality-and-the-citizens-advice-service/equality-and-diversity-forum/>

Our commitment to equality runs through everything we do - read our [Future of Advice Strategic framework](https://www.citizensadvice.org.uk/about-us/about-us1/future-of-advice-our-strategic-framework-2019-22/) to find out more:

<https://www.citizensadvice.org.uk/about-us/about-us1/future-of-advice-our-strategic-framework-2019-22/>