| Position | Be You Experience Design Lead | | | | | |
|---|---|---|---|---|---|---|
| **Reports to** | **Experience Design Principal** | | | | | |
| **Work level** | **1** ☐ | **2** ☐ | **3** ☐ | **4** ✔ | **5** ☐ | **6** ☐ | **7** ☐ |
| **Group** | **Experience** | | | | | |
| **Team** | **Experience Design** | | | | | |
| **Location** | **Onsite at the Hub in Melbourne CBD or Hybrid** | | | | | |
| **Direct reports** | 1 | | | | | |

## 01.  Purpose of the position and link to strategy

As the Be You Experience Design Lead, your primary responsibility is to spearhead the development and execution of Beyond Blue and Be You Experience Design future state experience and design roadmap. Your role is pivotal in enhancing experiences, systems, processes, culture, and capability, thereby significantly improving overall service delivery and community experience for the Be You community. You'll apply your passion for identifying opportunities for improvement and innovation, utilising Human-Centered Design (HCD) skillsets, principles, and design thinking to enhance service and product design. Additionally, you'll maintain a strategic overview of current and future state journeys, ensuring seamless integration between the Be You ecosystem and Beyond Blue's products and services.

## 02.  Key accountabilities of position

### Lead the development of the Be You Experience Journeys

- Roadmap and implement the Be You future state Blueprint and enhance the Be You stakeholder journeys.
- Collaborate closely with Marketing and Brand Lead and Be You team to ensure alignment with the Experience Framework.
- Add value to re-engagement of specific stakeholder groups within the Be You program by applying HCD and design thinking principles.
- Using the Experience Framework outcomes, develop and build out further micro journeys for specific archetypes/cohorts.
- Connect the Be You vision and principles to practical and measurable actions for the team in Be You and the greater organisation to ensure continuous improvement

### Uplift the Be You teams CX Capabilities:

- Champion community experience through various channels, touchpoints, and technologies.
- Support Be You teams in creating clear community journeys and prioritising and developing journeys from discovery to delivery.
- Facilitate empathy-based journey mapping and design sessions to identify opportunities for influencing and changing behaviours and beliefs.

### Lead Be You Community Experience and Uplift Capability:

- Facilitate end-to-end design sprints and co-design sessions to rapidly ideate new and improved community experiences.

- Advocate for community-centric solutions and partner closely with the Experience Design Team for CX improvement, measurement, and evaluation programs.
- Support the development of a CX Improvement program alongside the Be You and Experience Design team

## 03.    Key outcomes, or desired impact of role, linked to strategy

### Your role significantly impacts the organisation's strategy by:

- Focusing on community-centric problem-solving to deliver better outcomes.
- Ensuring actions align with strategy to prioritise resources effectively.
- Providing solutions and options for feedback, fostering collaboration internally and externally.
- Building and nurturing relationships with external stakeholders for the benefit of the community.

KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our Thrive Framework.

## 04.    Core Capabilities

Of the eight capabilities listed in our capability framework, critical for role success.

- Communication
- Community centricity
- Innovative mindset
- Digital discovery
- Partnering
- Agility
- Critical thinking

## 05.    Specific Job Competencies

### Education/qualifications

- Relevant experience or qualifications in CX Design/Service Design, Digital, Behavioural or Social Sciences, Community Development, Health, or related fields.

### Skills/Knowledge/Experience (Essential):

- 7+ years of professional experience in a design agency or equivalent position.
- In-depth knowledge and experience in strategic design disciplines.
- Demonstrated experience managing and delivering CX projects, preferably with exposure to innovation projects and agile methodology.
- Ability to work with ambiguity and in complex environments, think creatively, and engage with diverse audiences.
- Superior stakeholder engagement skills and proven ability to support and guide others in CX and design methods.
- Knowledge of or ability to rapidly acquire understanding of the Mental Health sector.

- Ability to work autonomously with limited guidance and as part of a high-performing, self-organising team.
- Relevant experience or qualifications in CX Design/Service Design, Digital, Behavioural or Social Sciences, Community Development, Health or another relevant field

## 06. Values leadership and our culture at Beyond Blue

### Beyond Blue Values

We all play a part and take responsibility for our impact on the culture at Beyond Blue, in line with our Values.

### Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.