

# Position Description



<b>Position title</b>	Senior Service Designer
<b>Team/Group</b>	Insights & Innovation Centre of Excellence
<b>Work level</b>	3
<b>Position reporting to</b>	Strategic Design Lead
<b>Employment Type</b>	Full time, 2-year contract
<b>Vision, mission and values</b>	
	<p>Beyond Blue's vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:</p> <ol style="list-style-type: none"><li>1. Promoting mental health and wellbeing</li><li>2. Being a trusted source of information, advice and support</li><li>3. Working together to prevent suicide</li></ol> <p>Beyond Blue's values are <b>Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.</b></p>
<b>Position purpose</b>	
	<p>The Insights &amp; Innovation Centre of Excellence (CoE) is being established to support Beyond Blue in its transformation to becoming more community centric.</p> <p>The CoE will support the Lines of Business to achieve their strategy with frameworks and tools to incubate and accelerate best-in-class experiences, products &amp; services for the community, through agile and iterative design and its trial, through to launch and scale.</p> <p>The Senior Service Designer, under the direction of the Strategic Design Lead, will design services and experiences for Beyond Blue at scale in the mental health space. The function will work with a multidisciplinary team of SMEs, practitioners and vendors to take an experience-led and community-centred approach to the creation of omni-channel solutions. As the Senior Service Designer, you will be a hands-on design practitioner, taking concepts forward and working hand-in-hand with the community, the business and vendors to implement services in support of Beyond Blue reimagining the future state of its service experience.</p> <p>The Senior Service Designer will bring a Community Innovation lens, making a significant contribution to the development of Beyond Blue's Big Blue Door. This will include supporting the development and implementation of the Big Blue Door Community Experience Strategy, Service Blueprint and Roadmap as well as being involved in the various streams of co-design and co-production required to activate the Big Blue Door. Alongside fellow Community Experience designers, The Senior Service Designer will play a key role in identifying and actively engaging with our community, helping set the benchmark for how we design and</p>

	deliver our services to meet the mental health needs of everyone in Australia, in the broadest and most diverse sense possible.	
<b>Role dimensions</b>	<b>Direct Reports</b>	Nil
	<b>Overall team</b>	Centre of Excellence, Community Experience Team
	<b>Financial Delegation</b>	TBA
<b>Key accountabilities</b>	<p>Using human-centred design approaches, participatory practices and systems thinking expertise to:</p> <ul style="list-style-type: none"> <li>• Champion strategic and service design within Beyond Blue, with a community innovation and future-state lens.</li> <li>• Understand thoroughly the service and experience proposition of Beyond Blue and associated services.</li> <li>• Embrace these approaches to develop solutions improving Beyond Blue’s community and employee experience.</li>   <li>• Discern the needs of all the stakeholders and actors in our services — both consumers and service providers (e.g. government, health providers, other community organisations).</li> <li>• Co-create possible solutions or improvements by collaborating with service stakeholders including our target diverse and underrepresented populations which include Rural, LGBTQI+, Multicultural, Elderly, low socio-economic, and First Nations peoples.</li>   <li>• Zoom in and out constantly between the details of individual touchpoints and the design of the overall service.</li>   <li>• Contribute to the development of best practice research methodology, Clinical governance protocols, and proactively suggest ways to improve ways of working for use across Beyond Blue.</li>   <li>• Work closely with product/service owners to identify improvement opportunities by proactively capturing and analysing clients’ needs.</li>   <li>• Undertake research projects, including: <ul style="list-style-type: none"> <li>- Perform primary research, including contextual inquiries, behavioural interviews with Beyond Blue’s stakeholders and the community</li> <li>- Perform secondary research to explore potential opportunities (e.g., desktop and landscape research)</li> <li>- Prepare and facilitate research sprints, co-design and prototyping workshops involving community and stakeholders</li> <li>- Assist in management of the Voice of Community platform</li> <li>- Organise and lead ideation and diagnostic sessions to identify and assess potential problems, opportunities or solutions</li> <li>- Engage with ideation and prototyping as a standard practice, to ensure appropriate perspectives are involved in testing and iterating solutions early and often</li> <li>- Contribute to the launch and monitoring of pilots to test Minimum Viable Products (MVPs) with the community and assess early benefits</li> </ul> </li> </ul>	

<p><b>Key behaviours</b></p>	<ul style="list-style-type: none"> <li>• We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community</li> <li>• We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work</li> <li>• We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources</li> <li>• We collaborate to provide solutions and options for feedback</li> <li>• We actively listen, and communicate openly and transparently</li> <li>• We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions</li> <li>• We build relationships externally and partner with key external stakeholders for the benefit of the community</li> <li>• We adapt, flex and take an agile approach to plans to meet community needs</li> </ul>
<p><b>Qualifications and key selection criteria</b></p>	<ul style="list-style-type: none"> <li>• 3+ years of professional experience in a design agency or equivalent position</li> <li>• In-depth knowledge and experience within a relevant strategic design discipline (e.g., Service Design, Systems Design, Business Design, Industrial Design, Graphic Design, Interaction Design)</li> <li>• Demonstrated experience applying Human Centred Design practices</li> <li>• Proven ability to work with a high level of ambiguity and complex environments</li> <li>• Ability to think creatively, and develop new and innovative ways of approaching problems/opportunities and engaging with various audiences</li> <li>• Proven ability to work with clients and/or stakeholders and to leverage human-centred methods such as empathy, systems-thinking, and inquiry to understand their needs and wants</li> <li>• Superior stakeholder engagement skills with the proven capability to build and maintain productive working relationships across a range of stakeholders and disciplines, collaborating at all levels</li> <li>• Proven ability and willingness to support, guide and provide advice to others, relating to innovation and design methods and new ways of working</li> <li>• Knowledge of/or the ability to rapidly acquire an understanding of the Mental Health sector</li> <li>• Demonstrated ability to scope and organise effective research or design projects, including the identification and recruitment of participants</li> <li>• Understanding and prior application of project management methodologies</li> <li>• Demonstrated ability to support the design, development and implementation of new programs/ projects</li> <li>• Demonstrated ability to work as part of a high-performing, self-organising team</li> <li>• Demonstrated ability to work autonomously with limited guidance</li> <li>• Highly developed written and oral communication skills</li> <li>• Excellent time management and prioritisation skills and an ability to meet tight deadlines</li> <li>• Advanced computer/software skills in Word, Excel, PowerPoint, Miro, Slack, Jira and Confluence or similar. Adobe suite or other design tools desirable.</li> </ul>
<p><b>Additional information</b></p>	<p><b>Health, safety and wellbeing</b>  Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business</p>

	<p>activities. Our people are expected to comply with our Health, Safety and Wellbeing policy</p> <p><b>Pre-existing injury</b> The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.</p> <p><b>Equal opportunity</b> Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.</p> <p><b>Cultural competency</b> Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.</p> <p><b>Employment is subject to:</b></p> <ul style="list-style-type: none"><li>• A current Police Record Check</li><li>• Proof of the right to work in Australia</li></ul>