

Job Description

Service Design Lead

BookTrust

BookTrust is the UK's largest reading charity and we reach millions of children every year with books, resources and support to get every child reading, regularly and by choice. We are national in scale and operate in every region in England, Northern Ireland and Wales. We work through every local authority, via children's centres, schools, libraries and health professionals, to reach the families who need us most.

Job purpose

It's an exciting time at BookTrust: we're investing in developing our successful scaled programmes to deepen the impact we're delivering to get children reading. We're looking for a great **Service Design Lead** to drive the design and development of 'at scale' offers, enhancing the priority touchpoints and moments of truth in our partner journey to create greater impact for families. Working closely with our Partnerships team and our Research and Impact team the postholder will reimagine our existing service journeys and define and activate service or product improvements that drive loyalty, advocacy and deepen relationships with our key delivery partners.

This post can be based in either our London office in Battersea or our Leeds head office. BookTrust is a hybrid working organisation and from the autumn will be moving to the expectation of at least 8 in person meeting days each month. There's an additional requirement for occasional UK travel to engage with our users, partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

Contract: Full Time, Permanent

Location: This post can be based in either our London office in Farringdon or in our Leeds head office. BookTrust is a hybrid working organisation and has the expectation of at least 8 in-person working days each month, on average across the year. There's an additional requirement for occasional UK travel to engage with our users, partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

This post holder will report to: Head of Innovation, Design and Development

This post holder will manage: up to 2 Product Developers

Objectives and Deliverables:

- Define our 'to be' delivery partner service journey to identify and deliver priority enhancements that make the most of our physical and digital touchpoints with partners, ensuring that our channels work together to in a cohesive, impactful, service experience for partners.
- Create and manage a digital user experience development roadmap/backlog to ensure the website is optimised to support partners, drive and deepen engagement with BookTrust and deliver an impactful digital service experience.
- Work closely with our supply chain, IT, digital and books teams to scope feasibility and define key product parameters and design requirements for proposed continuous improvement work.

- Extend our core service/product portfolio to deepen impact e.g. designing supplementary support for children with particular needs, reimagining group storytelling support, e-learning and partner training.
- Work with Head of Innovation, Design and Development to define our 'continuous improvement cycle' for at scale products and services - when and how we iterate and evolve existing designs in a way that is sustainable for the organisation.
- Coach and support more junior designers/line reports to nurture BookTrust's in-house service design capability.

Person Specification

CRITERIA	E or D
Knowledge	
a. Design and development frameworks, tools and approaches	E
b. Human centred design thinking principles	E
c. Project/portfolio management principles and ways of working	E
d. Tools & Software to visualise and bring concept ideas to life	E
Experience	
a. Experience in service design or customer experience development roles	E
b. People management experience.	E
c. Experience in mid-large organisations	D
d. Experience in social enterprise	D
Skills and Attributes	
a. Bold, courageous with ability to embrace change and work with ambiguity	E
b. Passionate about the benefits that design thinking approaches can bring to proposition development and the importance of putting children at the heart of everything we do	E
c. Creative visualiser and storyteller, able to bring ideas to life in engaging ways to lead product development	E
d. Adept at inspiring and engaging diverse groups of stakeholders around a common vision and taking them on the development journey	E
e. Collaborative leader with the ability to understand multiple perspectives and find common ground to plot new ways forward.	E
Qualifications	
a. Accredited training or qualification in design thinking or equivalent work experience	D

This role would suit someone who:

- Has practical experience of leading the development and optimisation of existing products and services, using design thinking /human centered design approaches.

- Has experience of defining and delivering new digital experiences in the context of complex 'offline' journeys, products and services, and can combine on-line and offline touchpoints for maximum impact.
- Knows brilliant collaboration is at the heart of design.
- Has a product or service development background in a mid-large organisation/company.
- Has a track record of managing development pipelines/roadmaps and can work within existing governance structures to ensure decision making happens at the right levels.
- Understands and demonstrates great design leadership with both line reports and wider organisational teams.

Terms and Conditions

- Salary: £45K-£55K (dependant on experience)
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: minority ethnic candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.