

Transformation Service Designer

Our vision is to create communities where everyone has a safe home in a place where they're proud to live. We're big and we're local. Residents are at the heart of all we do and we use our size to influence positive change in the areas where we operate.

It's also about living our values which are at the **HEART** of what we do. All colleagues are expected to demonstrate a commitment to our values through their behaviours, actions and words on a daily basis. As a valued member of the Southern Housing Team, you'll embrace our Values to inspire others as well as yourself to be

- **H**onest
- **E**fficient
- **A**ccountable
- **R**espectful
- **T**rusted

You'll demonstrate our HEART values in your behaviours. You'll:

- Be authentic, open, and transparent in your actions and words.
- Believe that by working together we accomplish more, and work hard every day to improve services, efficiency, and value for money.
- Take responsibility for delivering excellence and own your own actions.
- Embrace difference, and put our residents, colleagues and our partners at the heart of all you do.
- Do what you say you will and be relied upon to keep your promises.

And, of course, show commitment to our approach to Equality Diversity & Inclusion, Health & Safety, Compliance and Code of Conduct policies and practices within Southern Housing.

The role

Reporting to the Service Design Manager, and as part of the Design and Change team, this role's strategic purpose is to ensure we achieve the Transformation Plan and Strategic Plan Objectives.

These are:

- To be the best large landlord for repairs by 2027
- Achieving a C1 regulatory rating by 2028
- Achieving efficiency targets of our long-term financial plan

Design services that reduce cost of delivery and improve outcomes by redesigning our digital platforms, data pipelines and technology capabilities

- Deliver digital and process solutions for the Transformation Programme that are consciously designed based on understanding the needs of the people who will use them.
- Lead and deliver service design workshops, user research, customer journey mapping and prototyping to understand user need around a new and re-designed service.
- Recruit customers and colleagues to get them engaged and ensure that co-design steers the build of digital solutions to achieve the targets for the transformation programme

- Lead discovery phases of transformation programmes/projects, working alongside Senior Business and Systems Analysts to research and analyse business processes and system workflows with an aim to produce a service design with an understanding of the challenges or the 'as is' context.
- Articulate your design solutions to Solution and Integration Architects and the Data Quality team colleagues to ensure the services you design are delivered through our application architecture, data quality and data models

The location

You'll be based at one of our main offices in either Farringdon, Croydon or Sittingbourne, with the option for working in a hybrid way when appropriate and as agreed with your manager.

What you'll be doing

Key role responsibility is to lead the Service Design workstreams across Transformation Programme projects and programmes, to design end-to-end services that work for digital platforms used by colleagues and residents. The role will identify cost saving and efficiencies through smarter ways of working, aligning with the Government Digital Services design principles.

The role will work with the Senior Business and Systems Analysts to ensure we document and define our current and future states correctly, and with our Transformation Change Partners to design and create training and adoption materials to ensure change is embedded successfully at scale.

This role will:

- Lead transformation project/programme teams to design and deliver new digital services for our digital products, working closely with the technology and product innovation team
- Lead the service design function within a cross functional transformation programme/project delivery team.
- Lead service design workstreams and engagement sessions aligned with the Service Design Framework including working within the Discovery, Design, Change, Test and Learn process.
- Lead transformation programme/project service design workstreams, carrying out user research, data mapping and analysis, technical solution design to deliver meaningful outputs aligned with the transformation vision
- Deploy systems thinking skills, working with our Senior Business and Systems Analysts to define the complexity of process, systems and human behaviours as part of discovery
- Once services are designed, articulate designs to the Product Innovation Team and technology and data colleagues to ensure specifications and enabling work is scoped and delivered aligned with sprint timelines.
- Enable the design and delivery of training and adoption materials to colleagues across the organisation to ensure that change is successfully embedded supporting the Transformation Change Partners to do so.
- Sell the new service design through innovative, meaningful and engaging communication with senior leadership, residents and colleagues.

Key functions of role

- Lead a range of design workshops with colleagues and customers to achieve the vision of the organisation's Transformation Plan and Strategic Plan objectives

- To be part of multidisciplinary project and programme teams (i.e., with product owners, project managers, technical resources) to design services that work for people.
- To work in an agile delivery team, leading service design at each phase of the development
- Lead design and / or research sprints and coordinate them as part of an Agile team.
- Create service design communication and prototypes utilising online tools take people with you on the journey.
- Effectively communicate design ideas using a variety of techniques, including service models, user journeys, system maps, service blueprints and/or infographics
- Work seamlessly with Senior Business and System Analysts and Change Partners to deliver a robust design and change function within the Transformation Programme.

What you'll need:

Skills & Knowledge

- Skilled in use of design tools such as Axure, Mural, Miro and any graphic design tools that aid in sharing design proposals and ideas.
- Skilled in working with a Product Owners (who manage roadmaps), Solution Architects (who design application configurations), Technology teams, Senior Business and System Analysts and Change Partners to redesign, build, test and deploy new digital services.
- Skilled in presenting recommendations and findings to all types of stakeholders to ensure understanding and buy-in, particularly translating complex problems and solutions to senior members of staff.
- Excellent verbal and written communication skills, including comprehensive yet concise documentation at various stages in the project lifecycle, including user journeys, themed findings from user research, impact assessments and sprint planning / delivery visuals.
- Ability to recruit customers and colleagues into a co-designing environment, ensuring they feel welcome and comfortable to challenge and create.
- Has the skills to engage users meaningfully in service design to ensure we build and deliver the right digital solutions.
- Demonstrate a clear understanding of how to use Artificial Intelligence (AI) tools responsibly, in line with Southern Housing's AI Ethics Framework and Artificial Intelligence Policy. This role requires a risk-aware mindset—balancing innovation with caution—ensuring AI is used to enhance service delivery while safeguarding resident trust and regulatory compliance.
- Have a proactive approach and a willingness to take ownership of key responsibilities to ensure continuity in service delivery

Experience

- Experienced in leading a range of service design workshops, playback sessions and providing clear recommendations based on evidence to senior stakeholders
- Experience working with cross functional project/programme teams that deliver solutions using Agile methods of project delivery.
- Experience designing end to end digital solutions including development of digital prototypes, system configuration and data requirements
- Experience designing digital services that leverage innovation and new technology such as artificial intelligence (AI) or robotic process automation (RPA).
- Experience designing for change, including working on creation of training and testing materials, and working with end users to test system and train for strong adoption as part of the redesign of services

Approach: Values and mindset

- Builds rapport with customers and colleagues and all end users, even when challenged
- Maintains a positive, problem-solving mind set
- Collaborates with end users understanding their needs and ensuring change is delivered in an empathetic and sensitive way
- Works collaboratively with fellow team members and across the organisation
- Takes ownership for making change happen

Qualifications

- Educated to 'A' level or equivalent as a minimum
- Ideally further education qualifications to evidence strong learning and analysis skills
- Service Design Network Accreditation/IDEOU certification

Able to travel within the south of England as required.

Able to work additional hours as required to meet business needs and deadlines.

LT Directorate:	Transformation
Location/Regions covered by this role:	All regions
Last updated:	September 2025