

Position Title	Service Designer	Reporting to	Head of Membership Transformation
Division	Membership & Transformation	Direct reports	Nil
Classification	Level E	Employment Status	Full-Time (1.0 FTE) Fixed-Term (12 Months)
Position Number	TBC	Date	September 2021

The Organisation

The Royal Australian College of General Practitioners (RACGP) is the voice of General Practitioners (GPs) in our growing cities and throughout rural and remote Australia. For more than 60 years, we've supported the backbone of Australia's health system by setting the standards for education and practice and advocating for better health and wellbeing for all Australians.

We cultivate a stronger profession by helping the GPs of today and tomorrow continue their professional development throughout their careers, from medical students and GPs in training to experienced GPs. We develop resources and guidelines to support GPs in providing their patients with world-class healthcare and help with the unique issues that affect their practices. We're a point of connection for GPs serving communities in every corner of the country.

Australia's GPs see more than two million patients each week, and support Australians through every stage of life. The scope of general practice is unmatched among medical professionals, so the RACGP supports members to be involved in all areas of care, including aged care, mental health, preventative care and Aboriginal and Torres Strait Islander Health.

Patient-centred care is at the heart of every Australian general practice and at the heart of everything we do.

Our Values

RACGP Employees are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower employees to create and drive innovation



Quality Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



Ethics Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



Professionalism Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

Your Team

Membership Transformation is responsible for driving the member experience via the curation of products, services and engagement opportunities that are valuable to RACGP's members. As a key part of the Membership division (the largest portfolio within the college), the team is strategically focused on supporting the wider division in delivering strategies relating to member engagement, retention, acquisition, and membership policy through all career stages. The team has carriage of the Membership Framework program of work which encompasses understanding who our members are, what they need from us and how we can best deliver these to enhance the member experience.

Your Role

The Service Designer is responsible for using human centred design principles to identify, advocate for and lead opportunities for service redesign. By driving supporting research and design activities to reduce pain points and maximise benefits to the member, you will work with the Membership team to design the optimal member experience.

You will help to create and deliver training programs and workshops for staff to build organisational capability in human centred design and will champion the benefits of service design organisation wide, with a focus on influencing key stakeholders in new and innovative service delivery approaches.

You will work with many varied colleagues and stakeholders to ensure that we have members at the heart of everything we do, championing the voice of the member and delivering member-centric experience designs across RACGP.

Key Responsibilities

- Develop and curate a range of qualitative and quantitative evidence-based artefacts including observational studies, customer interviews, personas, user stories, journey mapping, service prototypes, blueprints and other innovative approaches to uncover insights and to better understand real life member needs and interactions with the RACGP.
- Identify member pain points and map them to business, employee and systems pain points
- Collaborate with a range of teams to identify opportunities, solve problems, and deliver improved outcomes for members using design thinking approaches.
- Facilitate workshops/co-creation activities with a mix of internal staff and external users to drive ideation
- Work closely with the National Product Manager to refine our product and service offering
- Be a champion for the development, creation and ongoing use of member journeys within the Membership & Transformation team and broader organisation, embedding a member first approach to service design and delivery.
- Support the implementation of member experience enhancements by delivery teams
- Effectively present solutions to stakeholders and ensure that design meets both business objectives and end-user expectations.
- Participate in the RACGP Performance Review Cycle.
- In consultation with Manager, deliver agreed Work Performance Goals.
- Other duties as required.

Environment, Health and Safety

1. Comply with the RACGP's wellbeing and workplace OH&S policies and procedures.
2. Take reasonable care for your own health and safety, along with other RACGP employees, members and visitors.
3. Ensure that hazards and incidents, near misses and injuries are reported immediately to your Manager.
4. Actively and willingly participate in health and safety, wellbeing, emergency evacuation training, meetings and workplace activities.
5. Do not wilfully place at risk the health or safety of any person in the workplace.
6. Always work proactively to uphold the highest standards of health and safety in the workplace, including working remotely, behavioural conduct and whilst undertaking all associated duties of your role.

Your Relationships

Your role requires interaction with the following internal and external stakeholders:

Internal:

- Membership & Transformation division
- Project team members including project managers and business analysts
- Business unit managers and employees

External:

- RACGP Members
- Vendors & consultants as required

Key Selection Criteria

Experience, Knowledge and Skills

Essential

- Demonstrated experience leading the research, design and implementation of end to end services within complex organisational environments.
- Demonstrated experience in the curation of evidence based qualitative and quantitative service design artifacts such as journey maps, user stories, personas, interview reports etc
- Demonstrated experience and practical application of design thinking principles including human centred design and the associated frameworks, best practices and service design principles
- Strong written and verbal communication skills
- Capacity to work in a collaborative manner, taking initiative, problem solving, and working to deadlines
- Mature stakeholder relationship skills, including ability to initiate, maintain and develop relationships with staff from all levels of the RACGP, members of all backgrounds and people from other organisations

Highly Desirable

- Proficiency using design, collaboration and prototyping tools such as Mural, Sketch, Balsamiq, Figma, InVision, Adobe XD, Axure and/or Framer
- Well-developed presentation skills
- Previously worked in a medical or Membership organisation
- Background in developing CX/UX best practices in an organisation and building capability in human centred design

Qualifications

Essential

- Completion of a degree or post graduate qualifications that clearly demonstrate a relationship to service / experience design

Desirable

- Qualifications in Human Centred Design

Workplace Behaviours

In our workplace your actions and behaviours will:

- *Positively influence others*
- *Take initiative*
- *Focus on quality service delivery*
- *Make effective decisions*
- *Be transparent*
- *Prioritise respectfulness*
- *Strive for excellence*
- *Be flexible and adaptive*
- *Demonstrate integrity*
- *Be accountable*
- *Celebrate collaboration*

Classification Description

In accordance with the Enterprise Bargaining Agreement (EBA) 2018 or subsequent agreement.

Declaration

I, Insert Name, **acknowledge that I have read and understood the Service Designer position description, which forms part of my employment contract from the date of issue.**

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements.

Employee: _____(signature) Date: _____