

**NON-MANAGEMENT JOB DESCRIPTION  
POINT RATING EVALUATION PLAN**

Working Title Service Design Coordinator		Name	
Position Number 50093649	Reports to Position No., Class & Level Manager Pos. No. 50023784	Division, Branch/Unit Prevention of Family Violence and Abuse Branch, Youth and Preventive Family Services Division	Ministry Children and Family Services
Present Class Program Services 2		Requested Class Program Services 2	
Dept ID 4004	Program Code 03525	Project Code (if applicable) N/A	

**PURPOSE:** Give a brief summary of the job; covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

The Service Design Coordinator is responsible for developing service solutions that enhance client/customer experience at a solution, strategic, and organizational level. This position reports to Program Coordinator as part of an integrated and coordinated team to use human-centred design methods and incorporate into program review and transformation projects.

This position analyzes and documents project outcomes such as whether there is efficiency in use for staff and grant recipients/service providers and easy access of services for users/clients. They analyze user (direct clients/program service providers/grant recipients) and employee experience across channels (i.e. mobile, web, social media, phone, face-to-face, print, mail, etc.) and identify gaps, opportunities, and solutions.

This position supports ongoing branch projects, participate in daily operations Prevention of Family Violence and Abuse Branch (PFVA) within the Youth and Preventive Family Services Division. The PFVA Branch is a dynamic, results-oriented office that requires the Service Design Coordinator to perform at an exceptional standard.

The Service Design Coordinator plays a critical role in ensuring the client and customer outcomes, supports timely and accurate briefings on current and emerging projects, effectively communicates with the tea, and incorporates input from all affected program areas.

The branch is responsible for the coordination of family violence, sexual violence supports, intervention and prevention. The position will work with two units, Preventive Programs & Strategic Partnerships (PPSP) and Provincial Program Delivery (PPD), within the branch. Through the Provincial Program Delivery Unit, Children and Family Services provides leadership and coordination to grant programs to support and enable response to family violence and sexual violence programming.

Through the Provincial Program Delivery Unit, Children and Family Services manages two contracts and provides annual funding to support programming and operations for 32 women's emergency shelters, 19 second-stage shelters and five shelters in First Nations' communities, Family Violence Prevention and Intervention Program and Sexual Assault Center programming and coordination.

The Preventive Programs & Strategic Partnerships area provides secretariat support the branch policy development in all areas provides secretariat support to the Family Violence Death Review Committee, coordination of the Interdepartmental Committee on Family Violence, promotion and preventative programming and operational policy coordination.

The incumbent works independently and part of project teams to research and develop client mapping to improve client services for our service providers and Albertans. This position anticipates issues and identifies solutions related to those issues, requiring a comprehensive knowledge of family violence, sexual violence prevention and intervention.

**PURPOSE:** Give a brief summary of the job; covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

The Service Design Coordinator plays a critical role in ensuring the client outcomes, supports timely and accurate briefings on current and emerging projects, effectively communicates with the team, and incorporates input from all affected program areas. The incumbent gathers new information and applies knowledge of family violence, sexual violence, women's shelters and second stage shelters, and prevention and promotion as well as any relevant legislation and practice to analyze issues and resolve problems to ensure decisions are made that best meet the branch, division and ministry needs.

**RESPONSIBILITIES AND ACTIVITIES:** The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

#### 1. Client/User Mapping:

- Conduct research, including user interviews, surveys, and data analysis, to gather insights and inform service design decisions.
- Mapping out current and future state user journeys, and/or comprehensive blueprints that include both frontstage (user interactions) and backstage (support processes and tech).
- Develop detailed personas that capture the core user groups and their needs, wants, and/or motivations across the service journey/experience.
- Involve stakeholders in the process of service design through workshops, presentations, and collaboratively defining the vision and success metrics.
- Generate innovative service concepts and design prototypes to visualize and test new service experiences.
- Perform user research (qualitative and quantitative) to gain a deep understanding of user needs, behaviors, and pain points.
- Monitor the performance of services and identify opportunities for improvement, iterating on designs as needed using design KPIs to measure and track success metrics to advise business units based on insights.
- Based on user and client needs, goals, priorities, and opportunities, a plan for and delivery of user and engagement research; co-design workshops; prototype design and testing; concept testing; journey map and service blueprint development; process mapping; service prototyping; user story mapping and creation; usability testing; service performance measurement through KPIs, analysis, and reporting; and strategy and roadmap documents or diagrams.
- A depiction of the overall end-to-end service journey and specific needs, opportunities, solutions, and metrics.
- A plan for the integration of specific design and development work into the overall service experience and measurement of results.
- Co-design and development with program teams (executives, policy/program analyst and front-line staff) of new processes and policies to effect change management.
- A plan for the integration of new solutions into current service operations by examining areas such as the impacts of the migration of service delivery, policy innovation, change management partner with operational and policy managers, grant analysts, policy researcher analysts and others to define great experiences from initial concept through successful implementation.
- Collaborate closely with other teams, when necessary, through working iteratively to deliver program and user value. Establishes and maintains effective relationships and communication linkages with the branch leadership team and the ADMO, Ministerial Correspondence Unit, where appropriate, various branch offices and staff, and key stakeholders, clients, and ministry partners.
- Supports a customer-focused issues management approach by identifying and prioritizing emerging and potentially sensitive issues; initiating action in collaboration with senior staff to address issues, propose solutions and/or recommendations consistent with ministry position, legislation direction, and goals as outlined in business plans and communicating outcomes, where appropriate.
- Coordinates the preparation of briefings and background materials. This includes working with Communication's staff, and other divisional, ministry contacts and branches.
- Liaises within the branch, other branches, and division's ADMO on relevant issues.
- Liaise with branch staff, managers, directors and other program and policy staff in coordinating branch and division initiatives and projects, including those that cross units, branch and divisions, as required.

#### 2. Response to Client Issues:

**RESPONSIBILITIES AND ACTIVITIES:** The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

- Establishes effective relationships with staff, managers directors, and other branches and divisions in the ministry, and service delivery stakeholders to contribute to positive outcomes for client and program issues.
- Understands and responds to specific needs of clients by seeking information about the real and underlying needs of the client, providing insights and recommendation actions to address these needs.
- Identifies trends, anticipates, and develops plans to meet future needs of existing and potential clients.
- Consults with branches and other program areas to ensure that client concerns are appropriately addressed, while balancing needs of department and program.

### 3. Coordination as an Integrated Team Member:

- Assists with the preparation of policy and research materials in support of the branch's policy initiatives and policy positions on issues.
- Consults with staff, managers, directors and executive director, contractors, other GoA areas, and stakeholders to coordinate and/or compile information required for client mapping and service design.
- Provides support to unit/branch and as needed divisional staff utilizing the ministry's Action Request System (ARTS) to ensure assignments are addressed in an appropriate, timely and coordinated manner.
- Edits all branch correspondence and documentation to ensure that written responses are clear and accurate, consistent with ministry, division and branch policies and direction, reflect political sensitivities, includes approved key messages and sufficient content, and resolves any inconsistencies or issues prior to forwarding for approval.
- Develops and implements systems and continuous improvement to enhance the quality and timelines of the branch's program design processes.
- Proactively shares information and resources across areas to better leverage the capabilities of the information gathering to inform branch, division, ministries priorities.
- Foresees future trends and works with the branch to develop strategies to meet future challenges.
- Ensures appropriate records management practices within the branch along with the branch administrative lead.
- Other duties or projects, as assigned.

**SCOPE:** List specific information that illustrates the challenges, problem solving and creativity requirements and decision-making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

The work performed by the Service Design Coordinator directly impacts:

- The Ministry's transformation, refreshing and renewal projects impacting program design and delivery by developing client mapping.
- Funded programs accountability frameworks and support to the developing of funding models and allocations based on human services service delivery design.
- Albertan's access and experience in programs.
- Branch, division ability to respond promptly, accurately, and appropriately to requests from other ministries leads, stakeholders, MLAs, Cabinet Ministers, Minister, and the public for information on branch programs and services.
- The capacity of the Minister's office to provide helpful, informative, well written and concise briefings to the Premier, Ministers and MLAs on current and emergent issues.
- The ability of the branch and ADMO leadership team to be informed on emergent issues that may affect the division and the department to focus on issues requiring their direct involvement.
- The public perception of the branch's programs by clients, stakeholders, outside organizations and public who write to the Minister with concerns.

The credibility of the ministry is dependent in part on the ability of staff members to work in an integrated manner to program, service and client design in a timely and coordinated way. The provision of incorrect information could affect the ministry's credibility and could have concrete consequences on ministry and/or clients, which must be addressed or corrected.

The Service Design Coordinator's role encompasses the review, analysis, and recommendation for resolution of client/customer and program delivery and issues. The position identifies program problems and solutions, as well as stakeholder interests and assesses future acceptability of alternatives.

**SCOPE:** List specific information that illustrates the challenges, problem solving and creativity requirements and decision-making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

Due to the volume and pace of the PFVA, assistance is not always readily available, and the incumbent will be required to work with considerable independence. Critical thinking is required to identify issues and gaps when analyzing information and subsequently make or review recommendations and provide advice.

This position exercises considerable discretion to analyze issues, identify solutions, design processes, and manage projects to ensure the work produced is current and relevant. The incumbent manages highly confidential information and must use a high degree of professional judgment in all aspects of the position's work. This position is responsible for identifying and analyzing alternative courses of actions within a broadly defined environment.

**KNOWLEDGE, SKILLS & ABILITIES:** Include information on required diplomas and degrees along with identifying the most important knowledge factors, including knowledge about practical procedures, administrative, technical, or professional techniques, technical, scientific or program related processes, etc. Detail specific training if there is an occupational certification/registration requirement for the position. Specify the type of experience required for the position (see Writing Guide [Pages 12-14](#)).

**Knowledge:**

- Post-secondary degree in related field (communications, social sciences, administration, business, etc.).
- Strong working knowledge of government/division initiatives, protocols, strategic direction, and priorities.
- Comprehensive understanding of the ministry, specifically the PFVA branch and its programs, including legislation, regulation, policies, application process and client service delivery model.
- Extensive knowledge of other government programs, and funded programs, particularly those providing supports and services sector.
- Solid knowledge of language structure and rules.
- Government/ministry protocol for responding to correspondence (often complex issues) that involves or has been widely distributed throughout government.
- Human services and client mapping approaches
- Technical IT skills to use products and software associated with the role.

**Skills:**

- Exceptional oral and written correspondence skills to communicate and train effectively with diverse audiences on complex issues.
- Excellent proofreading and editorial skills.
- Adaptability and the ability to work in an environment with changing priorities and short timelines.
- Exceptional time-management and organizational skills, and the ability to take on multiple projects, prioritize tasks/issues with varying scale and urgency, communicate information and produce quality results in short timelines.
- Political sensitivity and ability to maintain a neutral and objective approach to dealing with controversial, politically charged issues.
- Client focus, knowing "who the client is" and maintaining a clear focus on client needs in an environment of multiple stakeholders and often conflicting interests.
- Ability to work independently and make sound decisions and use good judgment.
- Strong conceptual and analytical skills; advanced critical thinking skills, problems solving and judgment.
- Ability to break down complex situations into manageable parts in a systematic way.
- Ability to synthesize, analyze and clarify complex ideas and material, and formulate them into clear, plain language.
- Ability to present ideas and concepts in a manner that outlines and emphasizes the benefit to audience.
- Strategic thinking, with ability to look at the longer-term view to anticipate how future developments and trends may impact division.
- Excellent collaborative, relationship-building skills, with an ability to work well in a team environment and with personnel at different levels of an organization.
- Ability to meet client needs and respond to concerns escalated through direct client communication with the Minister, Deputy Minister, Assistant Deputy Minister or PFVA's office through return phone calls and written correspondence.
- High degree of proficiency in ARTS and Microsoft Office applications (Outlook, Word, Excel, and PowerPoint), including ability to work efficiently and effectively with various software including desktop publishing (Adobe), SharePoint design, etc., as well as Internet research.

**CONTACTS:** Identify the main contacts the position communicates with and the purpose of the communication (See Writing Guide [Pages 14-15](#)).

**INTERNAL**

**1. Branch Executive Director/Directors/Managers/Staff – Daily**

- Provide direction on handling complex client mapping and program design and delivery information; seek information about emergent issues or policy/legislation changes; communicate direction from Minister/DM/ADM/ED/Leadership team and Stakeholders regarding responses to client issues and mapping.
- Liaise with branch leadership team and staff to provide direction and advice on complex program design and processes; develop maps, recommendations with a complex team and through complex stakeholder engagement, develop standard or key messages from each program area, communicate changes in drafting or processing ARs; provide training and direction on using the ARTS system.
- Coordinate and provide response to branch, division, stakeholders, cross-ministry requests, and initiatives.
- Support creation of presentations and other meeting materials and help to track priority projects.
- Assist with coordination of transformation, refreshes, and renewal projects within highly dynamic team environments, and respond to request for information.

**2. Liaise and work with complex team environment with Cross-Ministry Partners, Contractors, and Stakeholders**

**- Daily/Weekly/Monthly**

- Involve stakeholders in the process of service design through workshops, presentations, and collaboratively defining the vision and success metrics.
- Generate innovative service concepts and design prototypes to visualize and test new service experiences.
- Perform user research (qualitative and quantitative) to gain a deep understanding of user needs, behaviors, and pain points.
- Monitor the performance of services and identify opportunities for improvement, iterating on designs as needed using design KPIs to measure and track success metrics to advise business units based on insights.
- Based on user and client needs, goals, priorities, and opportunities, a plan for and delivery of user and engagement research; co-design workshops; prototype design and testing; concept testing; journey map and service blueprint development; process mapping; service prototyping; user story mapping and creation; usability testing; service performance measurement through KPIs, analysis, and reporting; and strategy and roadmap documents or diagrams.
- A depiction of the overall end-to-end service journey and specific needs, opportunities, solutions, and metrics.
- A plan for the integration of specific design and development work into the overall service experience and measurement of results.
- Co-design and development with program teams (executives, policy/program analyst and front-line staff) of new processes and policies to effect change management.
- Liaise the coordination of ARs and other requests for information (client calls); to advise status of expected ARs and other required information related to drafting and delivering ARs.
- Provide clarification on briefings or ARs.
- Obtain direction on complex or politically sensitive ARs, especially those dealing with policy or legislative change, or budget allocations.

**SUPERVISION EXERCISED:** List position numbers, class titles, and working titles of positions directly supervised (see Writing Guide [Page 15](#))

N/A

**CHANGES SINCE LAST CLASSIFICATION REVIEW:** Identify significant changes, that have impacted the responsibilities assigned to your position since the last review (see Writing Guide [Pages 15-16](#)).

N/A

**ORGANIZATION CHART:** An organization chart that includes supervisor, peers and staff **MUST** be attached (see Writing Guide [Page 17](#)).