

 <b>Stockton-on-Tees</b> BOROUGH COUNCIL		<b>JOB DESCRIPTION</b>	
<b>DIRECTORATE:</b>		The Environment, Culture, Leisure and Events	
<b>SERVICE AREA:</b>		Customer and Digital Services	
<b>JOB TITLE</b>		Apprentice Digital Services Designer (Degree)	
<b>REPORTING TO:</b>		Digital Delivery Manager	
<b>APPRENTICESHIP QUALIFICATION</b>		Digital User Experience (UX) Professional (Integrated Degree)	
<b>APPRENTICESHIP DURATION:</b>		54 Months (4.5 years)	
1.	<b>JOB SUMMARY:</b>		
	<p>To participate in the design, development and implementation of digital services, including web content and online interactive customer self-serve solutions. This involves the inclusive design of digital customer experiences and the development of service processes.</p> <p>To work towards completion of the above Apprenticeship Qualification whilst gaining relevant on the job work experience.</p>		
2.	<b>MAIN RESPONSIBILITIES AND REQUIREMENTS</b>		
	1	To participate in projects and initiatives for the design, development and implementation of digital solutions using agile project delivery methods.	
	2	To conduct user research to inform the design and development of digital services.	
	3	To participate in the development of customer profiles and customer experience (CX) journeys.	
	4	To participate in the design of inclusive user interfaces in accordance with ethical practice and WCAG compliance requirements.	
	5	To interrogate, analyse and interpret data from a variety of relevant sources to influence design considerations and inform decisions.	
	6	To contribute to the development of solution specifications and service processes.	
	7	To support the commissioning of systems and services, with particular emphasis on the digital user experience.	
	8	To interrogate, analyse and interpret varied and complex information and produce management reports, dashboards and graphs.	
	9	To promote the adoption of digital solutions by training and supporting colleagues and customers to access and make effective use of the council's digital services.	
	10	To provide information, support and guidance to customers and colleagues as required.	
	11	To actively seek feedback from customers and partner services, ensuring that views are captured and used to inform service improvements.	
	12	To maintain the integrity and security of customer data within digital products and solutions.	
	13	To support and maintain live solutions and to provide user support and diagnostics.	
3	<b>GENERAL</b>		
	<b>Other Duties</b> - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the		

	<p>post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder</p> <p><b>Workforce Culture and supporting behaviours and Code of Conduct</b> – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.</p> <p><b>Shaping a Brighter Future</b> – The post holder will embrace the Council’s “Shaping a Brighter Future” programme.</p> <p><b>Personal Development</b> – As defined by the Council’s Culture Statement, all employees will take responsibility for their own development</p> <p><b>Customer Services</b> – The post holder is required to ensure that all customers both internal and external, receive a consistently high-quality level of service, commensurate to the standards required by Stockton on Tees Borough Council</p> <p><b>Policies and Procedures</b> – The post holder is required to adhere to all Council Policies and Procedures.</p> <p><b>Health and Safety</b> – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.</p> <p><b>Safeguarding</b> – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council’s Safeguarding Policy. In addition, employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.</p>		
	<b>Name</b>	<b>Signature</b>	<b>Date</b>
Job Description written by (Manager)	.....	.....	.....
Job Description agreed by (Apprentice)	.....	.....	.....

**Job Description dated May 2021**

## PERSON SPECIFICATION

Job Title	<b>Apprentice Digital Services Designer (Degree)</b>	
Directorate / Service Area	<b>The Environment, Culture, Leisure and Events</b>	<b>Customer and Digital Services</b>

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>MEANS OF ASSESSMENT</b>
<b>Qualifications</b>	<p>120 UCAS points through A-Levels, BTEC or equivalent Level 3 qualification.</p> <p><a href="https://www.ucas.com/ucas/tariff-calculator">https://www.ucas.com/ucas/tariff-calculator</a></p> <p>Maths and English at Level 2 / GCSE Grade C / 4 or above.</p> <p>PLEASE NOTE: You <b>must not</b> hold an existing qualification at the same or higher level as this apprenticeship or in a similar subject</p>		Application form / Certificates
<b>Experience</b>	<p>Using and optimising digital products and services, particularly websites, apps and the Microsoft office toolkit.</p> <p>Working as part of a team (this could be in a sporting, educational, work or social setting) as well as demonstrating use of own initiative</p>	<p>Development or configuration of digital products or services.</p> <p>Supporting others to make effective use of digital services and technologies.</p>	Application / Interview
<b>Knowledge &amp; Skills</b>	<p>Understand the benefits of user focused digital design.</p> <p>Excellent IT Skills</p> <p>Communicate clearly both verbally and in writing.</p>	<p>Understand the various and different needs of the Council's customers.</p> <p>Understand the challenges associated with the introduction of digital services.</p>	Application / Interview / References

	<p>Well-developed listening skills and the ability to assimilate important information.</p> <p>Deal politely, efficiently and courteously with a wide range of individuals.</p> <p>Organised with a good attention to detail.</p> <p>Work as part of a team and to work independently.</p>	Capture, interrogate, analyse and interpret complex data and information from a range of sources and use it effectively to inform improvements.	
<b>Specific behaviours relevant to the post</b>	<p>Demonstrate the Council's Behaviours which underpin the Culture Statement.</p> <p>Flexible approach to work.</p> <p>Committed to own personal development</p>		Application / Interview / References
<b>Other requirements</b>			

Person Specification dated            **May 2021**