

NHS Integrated Care Board User Experience Lead – Band 8a

Job Title: User Experience Lead

Band: Band 8a

Responsible to: ICB Digital Lead

Accountable to: Chief Digital Information Officer (CDIO)

1. Job Purpose

To embed Human-Centred Design principles and practices in the development of digital solutions for transforming services and improving population health.

NHS Bristol, North Somerset and South Gloucestershire Integrated Care Board (BNSSG ICB) has significant ambition and drive to transform services to meet the changing health needs of our population.

1.

We believe that digital and data are at the heart of developing the best possible services and experiences for our staff and the people we serve.

Improvements in design processes are critical to creating modern human centred health and care services. The User Experience Lead will be part of an integrated transformation and digital team, working alongside design, change and technical and data experts to create effective digital infrastructure and services.

The User Experience Lead (UX Lead) will be responsible for overseeing and guiding the development of Human-Centred Design practices in the development of digital solutions, and applying this in service transformation projects.

Key Responsibilities:

Lead the development and implementation of the BNSSG user experience strategy that will define how we ensure the user is at the heart of the design of all digital and data products as well as central to system wide transformation.

Develop and drive a user experience standard for digital products and transformation programmes, in alignment with system priorities.

Work closely with the ICB Insights and Population Health Management (PHM) team to ensure that user research is undertaken to consider digital, data and behavioural implications of service transformation. Stay updated on industry trends and best practices to inform and improve our digital product and approaches. Providing expert advice to the Executive Team and to the Chief Digital Information Officer.

Lead for the ICB on User Experience (UX) design and prototyping: Developing a methodology and templates for user journey and value mapping, interactive prototypes, and User Interface (UI) designs. Drive an approach that is based on user research insights, business requirements, and behavioural science.

Own and deliver a robust set of User Experience policies and processes.

Lead on the monitoring and development of these policies and processes, to meet the needs of the organisation and national policy, and to manage the interface between the ICB and provider organisations.

Select the design tools that are most appropriate for the organisation (e.g. Adobe, Figma and/or other products), providing training and development to the wider transformation and intelligence teams to support capability development.

The UX Lead will take the lead on user engagement and co-design for digital and data projects.

The UX Lead will also be responsible for user testing and will plan and conduct usability testing to validate and refine digital and data products, incorporating user feedback into the design process.

Collaborate with cross-functional teams: Work closely with product owners, developers, and other stakeholders to integrate user experience into the BNSSG transformation and decision Gateway process (n.b. this includes Discovery, Requirements Gathering, Design and Product Development processes)

Support the development of the system intelligence function and lead the UX considerations that will drive the success of our data / intelligence and Population Health Management (PHM) products.

The BNSSG shared data and planning platform will be a significant focus for the UX lead to ensure that human centred design is embedded with the requirements design, and selection of products and partners for large scale system wide change programmes.

Continuous improvement and assessing impact: Develop processes to optimise the user experience by adopting best practice methodologies e.g. analysing user data, conducting Alpha/Beta testing, and leveraging analytics tools to identify areas for improvement. This will be critical to support uptake, implementation and ultimately how benefits will be derived from digital products.

Champion human centred design: Advocate for human centred design principles and best practices across the ICB and wider integrated care system, promoting a culture of empathy and customer focus.

Develop and embed human centred design into ICB strategies and change methodologies. Collaborate with stakeholders to understand business requirements and objectives from a user perspective, and translate this into strategies and technical specifications for developing our system wide digital and data architecture.

Team Collaboration: Collaborate with system and regional wide teams,

teams, to ensure alignment and proper integration of Human-Centred Design practices. Provide guidance and support to ICB teams on best practices, and technical implementation.

Continuous Improvement: Stay up-to-date with industry trends and best practices in technology architecture. Actively participate in knowledge-sharing initiatives, and promote a culture of ongoing learning and improvement within the ICB

2. Main Duties and Responsibilities

- The job description and person specification are an outline of the tasks, responsibilities and outcomes required of the role. The job holder will carry out any other duties as may reasonably be required by their line manager.
- The job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the department and organisation.

Relationships

- The ICB user experience lead will be instrumental in strengthening relationships across health and social care at national, local and regional levels as requested by the Chief Digital Information Officer and the Deputy Chief Transformation and Digital Officer.
- Build effective and productive relationships with commissioning colleagues, providers and a range of statutory and non-statutory partners.
- Work closely with clinical leads to ensure evidenced based and clinically effective design and understanding of requirements and user needs.
- Act in a professional and competent manner in all interactions, to build and maintain trust and co-operation, and to foster innovation that maximises the success of change initiatives.
- Collaborate with managers and members of other functions to ensure alignment and address inter-dependencies.
- Be a champion for the principles of Human-Centred Design and co-design and embed this in transformation projects.
- Operate effectively in a highly political and sensitive environment.
- Negotiate, influence, challenge and co-operate with others through the provision and receipt of valid and relevant information and knowledge.
- Receive and provide highly complex, sensitive and contentious information.
- Present information to a wide range of stakeholders in formal and informal settings
- Manage potentially aggressive and antagonistic situations.
- Respond to and resolve conflict between different stakeholders through facilitation and other appropriate mechanisms.
- Work closely with the ICB Transformation Hub, System Intelligence team and Population Health Management and insights team.
- Interface effectively across the matrix within the ICB and across the integrated care system, supporting the CDIO and other Digital Leaders
- Manage in a complex environment.

Supporting Digital and Data Transformation

- Develop comprehensive, cohesive and co-produced plans for our system wide approach to human centred design, and journey and value mapping, to

create and purposefully design the best possible user experience of our services and the digital and data products and system that underpin them.

- Lead, inspire and empower teams to understand how to use UX and related human centred design principles to improve patient care and health outcomes.
- Maintain a strong knowledge of emerging digital technology and applications that can support our ambitions around Human-Centred Design.
- Maintain a strong knowledge of emerging best practice and evidence from within the public sector, as well as the application of development from other industries both in the UK and globally.
- Critically appraise and establish the methodology for process, journey and value mapping, working alongside a Technical Architect to create an integrated and robust approach to digital and data design.
- Consider evidence, policy, best practice, innovation and engagement in the development of strategic priorities and transformation plans.
- Be responsible for gathering a deep understanding and insights into approaches and evidence that has enabled measurable improvement for unplanned and integrated care (including primary, community and voluntary sector commissioning).
- Influence the development of health-community wide strategic priorities.
- Ensure the flexibility of digital transformation plans to meet conflicting priorities and changing requirements whilst also responding to user needs and design.
- Understand and use data to drive understanding of the importance of UX on the impact, take up and ultimate benefit derived from digital and data products.
- Ensure that transformation projects maintain strategic focus, have clear governance and that the context for digital is well embedded and reflected as an integral part of all programmes, and that technology and Information Governance (IG) risks, are actively identified managed.
- Plan, convene and chair meetings to monitor project progress and resource usage.
- Maintain all documents that relate to the digital architecture of the system.
- Ensure work is delivered on time, to quality standards with demonstrable value for money.
- Produce complex reports and business cases, requiring the collection, analysis and interpretation of a wide range of data and presentation of a range of options, to inform strategic and financial decisions.
- Support other technical leaders across the ICB and system as and when required.

Team Management

- Contribute to the development of the culture of the organisation, building a collaborative and thriving working environment.
- Support transformation and digital team staff, to build increased competence in UX and design to drive change and improvement capability and overcome issues and barriers.
- Deputise for the ICB Digital Lead as required.

Financial and commercial Management

- Set and hold the team budget with the ICB Digital Lead.
- Ensure appropriate budget documentation and returns are available for scrutiny.

- Comply with Standing Orders and Standing Financial Instructions in the discharge of budget management responsibilities.
- Identify products, equipment, services and facilities for projects, achieving stakeholder buy-in as required.
- Place orders and sign invoices within budget limitations.
- Provide technical leadership for digital procurements .
- Manage a portfolio of supplier contracts relating to technical services.

4. Person Specification - Supporting Evidence

In the supporting evidence of your application form, you must demonstrate your experiences by giving specific examples for the criteria within the person specification.

Factors	Description	Essential	Desirable	Assessment
Knowledge, Training and Experience	Qualifications: Educated to masters level or equivalent level of experience working at senior level in relevant area in Human-Computer Interaction, Design, Graphic Design or related field.	√		A/C
	Extensive knowledge of specialist areas acquired through post graduate diploma or equivalent experience or training plus further specialist knowledge or experience to masters level equivalent	√		A/I
	Proven experience as a Digital User Experience Lead or similar role, with a strong portfolio showcasing previous work in UX design and strategy.	√		A/I
	Proficiency in design tools such as Adobe Creative Suite, Sketch, Figma, or similar.	√		A/I
	Deep understanding of human centred design principles and methodologies.	√		A/I
	Experience with user research techniques, such as conducting interviews, creating personas, and usability testing.	√		A/C
	Solid understanding of web and mobile technologies, including responsive design and accessibility standards.	√		A/I

	Excellent communication and collaboration skills, with the ability to present design solutions and influence stakeholders.	√		A/I
Communication Skills	Must be able to provide and receive highly complex, sensitive or contentious information, negotiate with senior stakeholders on difficult and controversial issues, and present complex and sensitive information to large and influential groups	√		A/I
	Negotiate on difficult and controversial issues including performance and change.	√		A/I
Analytical	Problem solving skills and ability to respond to sudden unexpected demands	√		A/I
	Ability to analyse complex facts and situations and develop a range of options	√		A/I
	Takes decisions on difficult and contentious issues where there may be a number of courses of action.	√		A/I
	Strategic thinking – ability to anticipate and resolve problems before they arise	√		A/I
Planning Skills	Demonstrated capability to plan over short, medium and long-term timeframes and adjust plans and resource requirements accordingly	√		A/I
	Comprehensive experience of project principles techniques and tools such as Prince 2 and Managing Successful Projects		√	A/I
Management Skills	Must be able to prioritise own work effectively in line with the needs of the role.	√		A/I
Autonomy Freedom to Act	Must be able to use initiative to decide relevant actions and make recommendations to Sponsor/ Manager, with the aim of improving deliverables and compliance to policies.	√		A/I

	<p>Ability to make decisions autonomously, when required, on difficult issues, working to tight and often changing timescales</p> <p>Experience of identifying and interpreting national policy.</p> <p>Experience of researching best practice (globally, private and public sector), interpreting its relevance and processes/ practices which could be implemented successfully to achieve system reform (advising on policy implementation)</p>	√		A/I
		√		A/I
Equality and Diversity	Needs to have a thorough understanding of and commitment to equality of opportunity and good working relationships both in terms of day-to-day working practices, but also in relation to management systems	√		A/I
Financial and Physical Resources	Highly numerate with ability to manage and allocate budgets working knowledge of financial processes	√		A/I
Other	<p>Used to working in a busy environment</p> <p>Adaptability, flexibility and ability to cope with uncertainty and change</p> <p>Willing to engage with and learn from peers, other professionals and colleagues in the desire to provide or support the most appropriate interventions</p> <p>Professional calm and efficient manner</p> <p>Effective organizer, influencer and networker</p> <p>Demonstrates a strong desire to improve performance and make a difference by focusing on goals.</p> <p>Completer/Finisher</p> <p>Passion for user experience, empathy for users, and a desire to create intuitive and impactful digital experiences</p>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>		<p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>

***Assessment will take place with reference to the following information**

A=Application form

I=Interview

T=Test

C=Certificate

SAFER RECRUITMENT

General Duties and Responsibilities

1 Job Description Review

This job description is not a complete list of duties, but is intended to give a general indication of the range of work undertaken. It will vary over time as demands and priorities within the NHS change. Significant changes in the range of work undertaken will be made only following consultation with the post holder. This job description will be kept under review to ensure that it remains up to date.

2 Information Governance and Confidentiality

It is the duty of every employee to comply with all BNSSG policy requirements in relation to Information Governance, including the Freedom of Information Act and the Data Protection Act. As an employee, you may gain access to privileged information of a highly confidential nature relating to private affairs, diagnosis and treatment of patients; information affecting members of the public; personal matters concerning staff; commercial confidences of third parties and details of items under consideration by BNSSG. Such information should not be divulged or passed to any unauthorised person or persons. Failure to observe these rules will be regarded by BNSSG as serious or gross misconduct which could result in disciplinary action being taken against the employee.

3 Health and Safety/Security

The organisation recognises its duties under the Health and Safety at Work Act 1974 to ensure, as far as it is reasonably practical, the Health, Safety and Welfare at Work of all its employees and, in addition, the business of the organisation shall be conducted so as to ensure that all individuals having access to organisational premises and facilities are not exposed to risk to their health and safety.

It is the duty of every employee to work in such a way that accidents to themselves and to others are avoided, and to co-operate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore, refer any matters of concern through their respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

4 Quality and Clinical Governance

BNSSG promotes an open, learning culture ensuring appropriate governance systems and processes are in place to support and develop this culture. Employees are responsible for ensuring that they are aware and compliant with policies and procedures that govern their work; and if something goes wrong, employees have an obligation to report it so lessons can be learned from mistakes, incidents and complaints.

If an employee has concerns on any clinical governance matters, they should raise them with their line manager, professional adviser, or a senior member of management.

5 Codes of Conduct

All Employees will work in accordance with the principles and standards as set out in managerial and professional codes of conduct.

6 Dignity at Work Statement

BNSSG is committed to treating all employees with dignity and respect. An employee is responsible for behaving in a way that is consistent with the aims of our Equality and Diversity agenda in Employment Policies. This includes not discriminating unfairly in any

area of your work and not harassing or otherwise intimidating other members of staff. The organisation will not tolerate any forms of bullying or harassment in the workplace.

7 Equality Statement

Employees must act in a way that is consistent with organisational procedures and the law relating to equality, diversity and rights, and to treat everyone with whom you come into contact equitably, with respect and without discriminating.

To recognise and appreciate that people, both colleagues and service users are different and to act in ways that are consistent with their needs and preferences.

To ensure that practices and processes operated by your team are fair and provide equitable treatment for all, and to take effective action to deal with any discrimination or unfair treatment that you have become aware of.

8 Public Involvement and Engagement

Employees will work collaboratively with other organisations in the local health community on issues of common interest and contribute to partnership working with local authorities, other statutory organisations and the non-statutory sector as required.

Employees will promote effective patient, public, user and carer involvement in all elements of work.

9 Risk Management

All employees will follow risk management policies and procedures at all times. All employees are personally responsible for risk management issues in respect of themselves and colleagues. Employees who identify a potential hazard should report it to a manager/supervisor at once using the organisational incident reporting process.

10 Safeguarding Children and Vulnerable Adults

All employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with and adherence to the Safeguarding policies is an essential requirement of all employees, as is participation in related mandatory/statutory training. The organisation believes that it is always unacceptable for a child, young person or vulnerable adult to experience abuse of any kind and recognises its responsibility to safeguard the welfare of all, by a commitment to practice which protects them.

11 Infection Control

All employees have a responsibility to adhere to policies and procedures in relation to infection control. BNSSG encourages all staff to make their voice heard in respect of preventing and controlling infection and maintaining and improving environmental cleanliness. This includes sharing good practice and raising problems and issues encountered.

12 Delivering Resilience

BNSSG supports the delivery of health services in times of emergency and where business continuity is affected as a Category 1 responder. Examples may include; extreme weather or local mass casualty situations. In these instances, as an employee, you will be required to provide flexibility around location or role in order to continue to deliver safe services and support as required.

13 Policies and Procedures

Employees are expected to follow organisational policies, procedures and guidance as well as professional standards and guidelines. Copies of policies can be accessed via the staff intranet or external website or via your manager.

The organisation operates a policy which promotes a smoke free environment.

14 Appraisal and Personal Development

BNSSG is committed to lifelong learning for all staff and has put in place an appraisal and development infrastructure. All employees have a responsibility to participate in an annual appraisal with their line manager and to identify performance standards for the post. As part of the appraisal process employees have a joint responsibility with their line manager to identify any learning development needs in order to meet the agreed performance standards.

15 Records Management

Employees have a responsibility to adhere to the standards defined within policies in the creation, use, closure, retention, and disposal of records. The types of record held may consist of patient or staff records, administrative records, photographs, microfiche, audio and tapes, e-mails, electronic and scanned records and text messages.

16 Partnership Working

BNSSG is committed to partnership working and staff involvement, underpinned by the values of openness, trust, staff involvement, development, diversity at work, commitment to modernisation and delivering the highest standards of performance.

17 Financial Instructions

Budget management and control is an element of each employee where they are designated as being budget holders. Employees must comply with the Financial Standing Orders, Standing Financial Instructions and Scheme of Delegation as appropriate to this role.

18 Sustainability/Carbon Footprint

BNSSG is committed to promoting sustainable development and reducing the harmful effects of its activities on the environment. Employees are expected to promote and embrace the principles of sustainable development in their daily duties; specifically, to ensure that they use energy and other natural resources as efficiently as possible to minimise their carbon footprint.

19 General Terms and Responsibilities

Contribute to the work of specific project groups within the organisation and across the local health community as required.

To undertake any other duties that may be reasonably requested of the post holder to help the department run smoothly.