

Position description – Service Design Lead

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Job details

Position number:	7262	ANZSCO:	225113
Classification:	Level 6	Business Unit:	Member Experience
Leadership Context:	Personal Leadership	Reports to:	Manager, Experience Design
Date updated:	11 June 2026	Direct Reports:	Nil

About the role

As an organisation, we incorporate our values into everything we do and support a diverse and inclusive work environment. We recognise that unique perspectives, ideas, and contributions help strengthen and build our team, which ultimately benefits our members.

GESB's purpose is to help members achieve a quality retirement. We do this by responsibly managing their retirement savings, delivering competitive long-term investment returns and offering relevant support so they can make informed decisions.

Reporting to the Head of Brand, Experience & Connection you will be part of the Brand, Experience & Connection team that sits within the broader Member Experience business unit.

The Member Experience business unit is responsible for delivering a positive member experience by providing information, products, and tools that support members at every stage of their retirement journey.

The Service Design Lead role supports the development and ongoing maintenance of a structured approach to understanding, designing, and improving physical and digital interactions that members, employers, advisers, and other stakeholders have with the organisation. This role focuses on creating seamless end-to-end experiences that build loyalty and advocacy. This includes understanding user needs, analysing existing processes and conceptualising solutions that improve the overall experience through end-to-end journey mapping, while identifying insights related to member objectives, jobs-to-be-done and key pain points to address.

Responsibilities

The Service Design Lead:

Leadership

- Deeply understands the context and strategic intent around segments, journeys and channels to provide meaningful recommendations on journeys and experiences

- Provides guidance and supports uplift of capability across GESB on the application of journeys, experiences, member profiles and member insights
- Champions continuous improvement initiatives to uplift the ways of working for the team, peers, partners (where applicable), and member and other stakeholder experience

Management and Support

- Identifies pain points and opportunities, and designs strategic ideal future states
- Leverages insights from multiple sources to conceive and design new, enhanced experiences
- Designs and oversees, or conducts, qualitative research with members to identify user behaviours, needs and motivations
- Supports the creation of personas and develops user journeys to inform the future-state design and processes
- Assesses and creates customer journey maps and service blueprints for current and future states, including front and backstage activities, customer touch points and supporting business processes

Communication and stakeholder liaison

- Collaborates across the business and with external service providers to map out comprehensive member journeys including empathy mapping, encompassing processes and systems
- Advocates for the member experience in cross-business forums and applies Human Centred Design (HCD) practices to ensure the broader business is solving the right problems
- Collaborates closely with stakeholders to understand business needs, user needs and design requirements
- Facilitates Human-Centred Design and Design Thinking workshops to explore future service processes and experiences

Other accountabilities

- Maintains an awareness of contemporary issues and knowledge of relevant legislation, standards and best practice relevant to the role
- Promotes and models behaviour consistent with GESB's values, Code of Conduct and the WA Public Sector Code of Ethics
- Operates within GESB's Governance Framework, relevant policies and procedures, and other legislative requirements in accordance with the role
- Performs other duties as required that support GESB's operations and strategic priorities

Leadership expectations

At GESB, we believe all our people are leaders and displaying leadership behaviours in the context of your role helps us achieve our purpose, vision and mission, while building a positive and supportive workplace.

[Leadership Expectations](#) provide a clear explanation of the expected leadership behaviours for all employees.

The leadership expectation for this role is [Personal Leadership](#).

Leaders in this context make a direct and immediate difference to GESB. They work within a defined area of responsibility, and with personal accountability, to deliver results that support their team and the organisation to deliver our strategic objectives.

Work related requirements

- 4+ years' experience in a Service Design or Experience Design role, working across end-to-end customer journeys and personas
- Deep experience in customer journey mapping, experience design, and supporting the development of journey transformation roadmaps

- Demonstrated experience in member research, insight generation and synthesis, translating findings into Human-Centred Design, Design Thinking, Digital User Experience, Voice of Customer, and Content Strategy as they relate to member experience
- Understanding of Voice of Customer metrics and how insights can be leveraged to identify experience improvement opportunities
- Proven ability to distil large volumes of quantitative and qualitative data from multiple sources into actionable business insights and clear, compelling narratives
- Data-driven mindset, with strong analytical and problem-solving skills
- Good working knowledge of business analytics tools
- Knowledge and practical application of modern delivery methodologies, including Agile, Lean, and Design Thinking
- Experience facilitating workshops and engaging cross-functional teams to develop journey maps and shared understanding
- Proven ability to build strong relationships and work collaboratively across cross-functional teams
- Bachelor's degree in design or a related discipline, or equivalent relevant industry experience
- Formal training or certification in Customer Experience, Human-Centred Design or Design Thinking

Special requirements

To be eligible for appointment to the **Western Australian public sector**, successful applicants must provide documentary evidence of their:

- **Date of birth**
- **Work eligibility in Australia:** Certificate of Australian citizenship, evidence of permanent resident status, an entitlement to live and work indefinitely in Australia (applies to permanent appointments) or temporary visa with entitlement to work (applies to fixed term appointments)
- **National Police Clearance:** successful applicants will be required to undergo a National Police Clearance at GESB's expense
- **Essential qualifications:** as specified in the position description

Acknowledgement of Country

GESB acknowledges the Traditional Owners of the land on which we stand. We pay our respects to Elders past and present. Through the waters we wade, the air we breathe, the lands on which we live and travel, we honour the presence of these ancestors. It's because of their strength and resilience that we continue to stay strong and connected to their culture.

Today, we walk proudly in the footsteps of those who came before us — the Whadjuk people of the Noongar Nation — and extend our respect to all Aboriginal and Torres Strait Islander peoples whose lands we travel across. When travelling, we acknowledge the Traditional Owners of the land we are on.