



London Borough
of Hounslow

Community User Researcher

Grade: PO6

Salary: £ 45,834 - £48,819

Directorate: Assistant Chief Executive

Reports to: Business Improvement Manager

ARE YOU READY TO CREATE INSIGHT FROM LISTENING TO RESIDENTS?



Hounslow Council is transforming how it serves and leads one of London's most diverse boroughs; a borough which will be one of the hardest hit socially and economically by Covid-19. We need to step up for our residents and businesses like never before.

At Hounslow we call it Community-Centred Design. We want to create an approach to listening to our communities. We want to work with our community to understand what they need and for them to be at the centre of their own solutions. We look to prevent residents falling further into needing our services by delivering early interventions to improve their lives.

We work in the One Hounslow way; a whole council, whole borough and whole community approach. With an ability to set up resident engagement methods, you'll be applying your skills in cross-cutting work across services and organisations.

This is a role to make lasting impact.

Mike Burch, Business Improvement Manager

THE ROLE

- This is about understanding people and influencing services – it's a whole system of relationships, hand-offs, environments, communication, community, performance targets, management, behaviours and so on. We call it Community-Centred Design.
- You will help us ensure we listen to the many voices of our communities. And you'll help ensure we act on what we hear.
- You will design an approach to why and how we listen to our community, and their stories, to help facilitate subject matter experts to understand the big picture.
- Examples of work could be listening to one service's customers to understand what elements of the service they want to improve to designing a Hounslow-wide engagement piece for young people.
- You will play a key role in helping develop the One Hounslow transformation programme with responsibilities for applying and facilitating human-centred service design and research methodologies.
- You will receive support and coaching to achieve all this from within a dedicated, passionate team and beyond into other departments.

THE CHALLENGE

- Hounslow is a vibrant, diverse borough with more than 285,000 residents, speaking 188 languages. It's a growing and changing borough. We have ambitions to build 5,000 new homes by 2022, transform our town centres and neighbourhoods, create new jobs and apprenticeships, and we're London leaders when it comes to tackling the Climate Emergency.
- Hounslow is also one of London's most enterprising boroughs. Before the COVID-19 pandemic it had the second fastest growing economy in London and is home to major names such as Sky and Disney, to Brentford FC and London Irish, to thousands of small businesses – from family-run to tech start-ups – to a new Creative Enterprise Zone, and we have Heathrow on our doorstep.
- However, it's expected to be one of the hardest-hit places in the country due to the COVID-19 pandemic. Our residents and business are facing tough months ahead, and there will be major social and economic challenges to overcome. We will need to support and empower our communities as never before, as we lead the borough through recovery.
- We'll need to listen to our communities and transform the way we deliver services to our residents. We'll need to continue working with internal and external stakeholders to help them understand the social and environmental issues at play.
- We'll need to pinpoint where our interventions can have the greatest results.

CORE ACCOUNTABILITIES – Strategic



Facilitate stakeholders through a systemic look at broad, complex, cross-cutting systems.



Understand complex, interconnected processes and be able to communicate the links.



Facilitate the co-design of services with residents and stakeholders.



Run and lead community design workshops, feedback sessions and reflective sessions.



Build user-centred practice in new council teams through influencing, working with and training.



Promote and lead on the vision and values of the Council through collaboration and passing on the power to communities.



Collaborate with community officers to ensure community engagement is actively sought and sensitively obtained.



Build case studies, personas and stories of residents' lives.

CORE ACCOUNTABILITIES – Operational



Share practice with council staff to promote the use of people-centred design



Set up structure of and carry out interviews with residents and other stakeholders.



Work with project teams to theme, synthesis and make simple sense of the information captured.



Translate community research into actionable insights to make decisions about their needs.



Ensure our diverse, under-represented voices are heard when designing services differently.



Help experts identify outcomes and ensure that prevention is at the forefront of the design work.



Work closely with Service Designers and Project Managers to achieve the design objectives.



Participate in Agile multi-disciplinary project teams.

WHO WE'RE LOOKING FOR

- You will be one of the first to help build the User Research practice within our One Hounslow transformation journey
- You will demonstrate facilitation skills to reach objectives
- You will demonstrate an understanding and have experience of people-centred design and the potential and/or experience of applying it to drive innovative, sustainable ideas
- You will understand and/or be able to understand local government and how it works
- You will have excellent analytical and problem-solving skills, and the ability to develop recommendations based on insight collected
- You will challenge the status quo whilst facilitating subject matter experts to be innovative and ambitious
- You'll have the experience of working and communicating with all stakeholders professional
- you will work with humility and actively want to learn from others
- You will lead by example in all interactions
- You will be comfortable using Microsoft office tools to document and communicate
- You will have experience of using online whiteboard tools
- You can work with raw data, analyse it and use it to provide actionable insight

EMPLOYEE BENEFITS

- **Annual leave** – generous annual leave entitlements starting from 24 days and rising to max 30 days.
- **Local Government Pension Scheme** – open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Flexible working** – including job share and part-time working options.
- **Central locations** – the majority of our staff are based at Hounslow House, new purpose-built premises in the heart of Hounslow which is only a short walk away from the tube and overground stations.
- **Technology** – to support you working remotely or in the community.
- **Learning and development** – extensive in-house and external learning and development opportunities
- **Season ticket loans** – interest free loans for the purchase of annual British Rail and London Regional Transport Underground and Bus Season tickets from home to place of work.
- **Staff wellbeing services** - including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- See our website for additional benefits and information: [working for the council](#).

THE 'ONE HOUNSLOW' VALUES THAT DRIVE US

LEAD WITH HEART

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

HARNESS THE MIX

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down barriers to unlock the problem-solving power of our amazing mix of minds.

DO NEW

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

PASS ON THE POWER

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But, most of all, it's about being ready to trust each other to do the right thing.

BE A ROCK

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

THIS IS HOUNSLOW



- We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 285,000 people live in the borough.
- It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.
- The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick.
- The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

HOW TO APPLY

- To apply, please submit a CV and cover letter detailing why you're a strong candidate for the role to mike.burch@hounslow.gov.uk.
- Your cover letter should be no longer than two sides of A4, Arial 12pt.
- The closing date for applications is 8th November 2021
- Interviews will take place week commencing 15th November 2021
- For more information or to discuss this non-digital role, please contact mike.burch@hounslow.gov.uk
- Thank you for your interest

We value diversity. We're committed to creating an inclusive culture where everyone is able to be themselves, give of their best and reach their full potential. We believe that a diverse workforce helps us to better understand our communities and deliver the best for our residents.

We want to receive applications from all, regardless of age, gender identity, disability, marriage or civil partnership, pregnancy or maternity, religion or belief, race or ethnic origin, sex, sexual orientation, transgender status or social economic background. We want to harness the mix and ensure that everybody can apply.

We recognise the diversity of Hounslow's communities and we are particularly keen to hear from candidates who will improve our own diversity and strengthen our ability to communicate to all our residents.