# Ministry of Social Development logo

# Senior Service Designer

# MSD – *Services for the future*

## Our purpose

**Manaaki tangata, Manaaki whānau**

We help New Zealanders to be safe, strong and independent

## Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

## Our strategic direction



## Our Values



## Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi.  We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

## The outcomes we want to achieve

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| New Zealanders get the support they require | New Zealanders are resilient and live in inclusive and supportive communities | New Zealanders participate positively in society and reach their potential |

## We carry out a broad range of responsibilities and functions including

* Employment, income support and superannuation
* Community partnerships, programmes and campaigns
* Advocacy for seniors, disabled people and youth
* Public Housing assistance and emergency housing
* Resolving claims of abuse and neglect in state care
* Student allowances and loans
* Disability support services

## **He whakataukī\***

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| --- | --- |
| Unuhia te rito o te harakekeKei hea te kōmako e kō?Whakatairangitia, rere ki uta, rere ki tai;Ui mai ki ahau,He aha te mea nui o te ao?Māku e kī atu,He tangata, he tangata, he tangata\* | If you remove the central shoot of the flaxbushWhere will the bellbird find rest?Will it fly inland, fly out to sea, or fly aimlessly;If you were to ask me,What is the most important thing in the world?I will tell you,It is people, it is people, it is people |

\* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

## Position detail

**MSD – *services for the future***

MSD is embarking on a bold new journey—one that will refine our role and amplify the impact we have on the lives of New Zealanders. Through this transformation programme, we are setting the foundation for a **stronger, smarter, and more responsive future**, ensuring we can make a bigger and better difference for the communities we serve.

At the heart of this change is our strategic vision, **Te Pae Tawhiti**—our guiding light as we shape the welfare system to meet the evolving needs of New Zealand. This is not just an adjustment; **it’s a once-in-a-generation transformation** that will empower MSD to deliver vital services in a way that truly makes a difference.

Change of this scale doesn’t happen overnight—it’s a **multi-year journey**, one that requires dedication, innovation, and a commitment to excellence. But the rewards are immense. **Over a million New Zealanders rely on MSD’s support and services**, and this programme ensures we can provide them with the best possible experience, today and for the years ahead.

This is an **unrivalled opportunity to be part of something extraordinary**—a chance to shape the future of MSD and be at the forefront of a historic evolution. Together, we will create lasting impact and build a system that stands the test of time.

### Overview of position

* As a member of a portfolio value stream, Senior Service Designers will be responsible for a priority client cohort or service function. These cohorts will reflect the priorities within MSD’s investment strategy.
* New services design will use a best practice design/co-design approach to identify, develop and trial new service models which improve outcomes for clients.
* Key to these roles will be using insights and evidence from research, previous and current service models, service approaches used in other agencies, organisations and internationally to identify new service models which increase service effectiveness and improve outcomes for clients
* The service design approach used will be inclusive, involve clients, service providers and partners. The role is about connecting what we know, to what others know to what’s possible to create services which are tailored for priority client groups. Using structured intervention, logical business cases for new service models will be developed and advanced.
* Senior Service Designers will think horizontally, demonstrate knowledge of current trends and innovations in Service Design, to look for opportunities to connect, improve and identify ways of doing things smarter to achieve better outcomes for New Zealanders.

### Location

National Office, Wellington

### Reports to

Domain Design Lead Business Rules

## Key responsibilities

* Identify and share innovative ideas that may contribute to the body of knowledge that will enable improvements to client accessibility and experiences
* Identify new service models that could improve outcomes for clients and develop business cases for investment in these new service models
* Draw on a wider range of insight in designing and developing service trials and evaluation
* Contribute to the development of cross channel client experience principles and client journey mapping
* Ensure service trials are evidence based and set up in a robust way, so they are capable of delivering meaningful data to measure effectiveness
* Turn insights and identified opportunities into differentiated service experiences
* Stay updated on the latest developments/trends/thinking on service delivery, sharing knowledge and ideas with colleagues
* Lead service design discussions and sessions with diverse groups of people harnessing their ideas to create innovative service designs and models.
* Support Service Designers in developing service design ideas and approaches

## Embedding te ao Māori

* Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
* Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

## Health, safety and security

* Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
* Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

## Emergency management and business continuity

* Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
* Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

## Know-how

* Proven experience of drawing a wide range of views and information into tailored and successful service designs
* Development of business cases for investment in a complex client service environment
* Experience leading service design activities which have created new and innovative service designs which deliver evidence-based results
* Demonstrated experience of client focused service design in a similar environment
* A strong facilitator and presenter and an excellent communicator

## Attributes

* A thought leader who understands how to read team dynamics to draw out the best skills, knowledge, ideas and cooperation in teams
* Curious and focused on innovation that drives better results
* Able to facilitate and develop workshops and co-creation sessions, adapting personal style as necessary for the target audience

## Key relationships

### Internal

* Senior colleagues in Service Delivery and across the Ministry
* MSD Strategy and Insights Group

### External

* Other government agencies
* Service providers
* Community groups
* Insight providers

## Other

### Delegations

* Financial – No
* Human Resources – No

### Direct reports - No

### Security clearance - No

### Children’s worker - No

Limited ad hoc travel may be required

**Position Description updated:** July 2025