

Role profile

Job Title:	Impact Designer	Grade:	12
Department:	Commissioning and Capacity Building	Post no:	68751
Directorate:	Chief Executive's	Location:	Perceval House

Role reports to:	Impact Data Scientist
Direct Reports:	Corporate Maximising Quality, Reducing Inequalities apprentice
Indirect Reports:	Teams within the function, project teams, support staff
<i>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.</i>	

Job description

Purpose of role

As part of the Impact of Commissioning Team, the Impact Designer will apply service design principles to improve commissioning outcomes and enable Ealing's transition to strategic asset-based commissioning. Working closely with the Assistant Director for Commissioning and Capacity Building and colleagues across all six directorates, the role will design and deliver user-centred, evidence-based solutions that support the Medium-Term Financial Strategy and Connected Communities.

The postholder will lead the development of co-created logic models, interactive asset mapping, and test-and-learn pilots, ensuring services are inclusive, equitable, and outcome-focused. They will embed co-design with residents and VCSEs, integrate Equality Impact Assessments, and apply research and data analysis to inform needs assessments and commissioning specifications. Through iterative design, evaluation frameworks, and clear communication of insights, the Impact Designer will influence strategic decisions, strengthen governance, and ensure commissioning delivers measurable social, economic, and environmental value.

Key accountabilities

Design community-led solutions by co-creating logic models that start with local strengths, such as peer networks, VCSE groups, social infrastructure, and green spaces, and link them to measurable outcomes and prevention benefits. Ensure

these models inform commissioning specifications and shift focus from service outputs to user-centred, asset-based approaches.

Facilitate collaborative design workshops with residents, VCSEs, and directorates to map existing community assets and identify gaps. Maintain dynamic, place-based asset maps as a core design tool for commissioners to leverage local capacity and reduce reliance on traditional service models.

Prototype and test innovative service models through test-and-learn pilots grounded in rapid evidence assessments (REAs) and equity safeguards. Partner with HDRC to evaluate cost-effectiveness and prevention impact, feeding scale-or-stop decisions into the Strategic Commissioning Group pipeline.

Embed co-design and co-decision-making at every stage of the commissioning cycle, applying relevant national guidance to ensure lived experience and local priorities shape needs assessments, specifications, and governance frameworks.

Integrate equality and inclusion into design by leading Equality Impact Assessment scoping at Define and Design stages, ensuring all commissioning specifications meet Public Sector Equality Duty (PSED) requirements and actively address disparities.

Key performance indicators

100% of priority commissioning specifications include co-created logic models linking community assets to measurable outcomes and prevention benefits, verified through specification audits and the Asset-Based Commissioning Maturity Matrix

Delivery of interactive mapping workshops across all six directorates and maintenance of updated place-based asset maps, measured through workshop records and map updates

Launch of a minimum number of test-and-learn pilots annually, each with documented benefit hypotheses and equity safeguards, achieving at least 80% completion of HDRC-supported evaluations to inform scale-or-stop decisions

100% of commissioning projects include co-design sessions with residents and VCSEs, verified through engagement logs and commissioner feedback

Completion of Equality Impact Assessment scoping for 100% of commissioning projects at Define and Design stages, validated through compliance audits

Key relationships (internal and external)

Internal (across six directorates)

- Collaborate with directorates to co-create logic models, deliver mapping workshops, and maintain asset maps that support asset-based commissioning.
- Lead test-and-learn pilots with benefit hypotheses and equity safeguards, ensuring HDRC evaluations inform scale-or-stop decisions.
- Embed co-design sessions in all projects (target ≥90% and complete Equality Impact Assessments at Define and Design stages to meet PSED requirements).
- Partner with finance and commissioning teams on cost-benefit analysis, MTFs savings delivery, and performance tracking to enable smarter investment decisions.

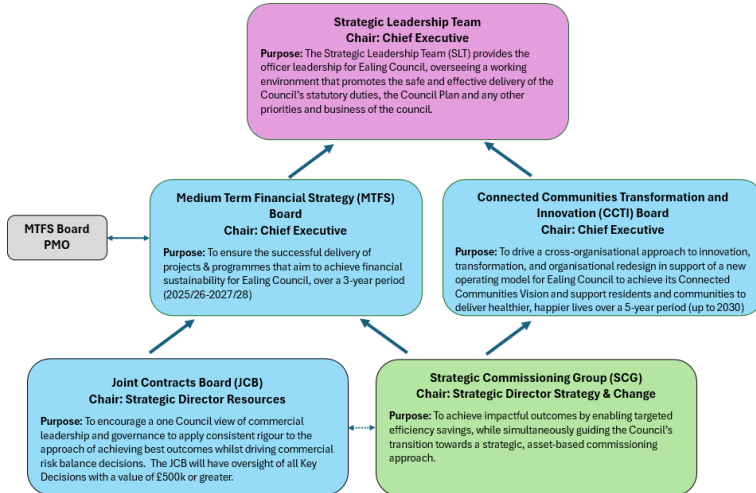
External

- Engage residents and VCSE partners in co-design and participatory workshops to ensure commissioning reflects lived experience and community priorities.
- Collaborate with health, social care, education, and housing partners to share data and align strategies, embedding asset-based principles across systems.

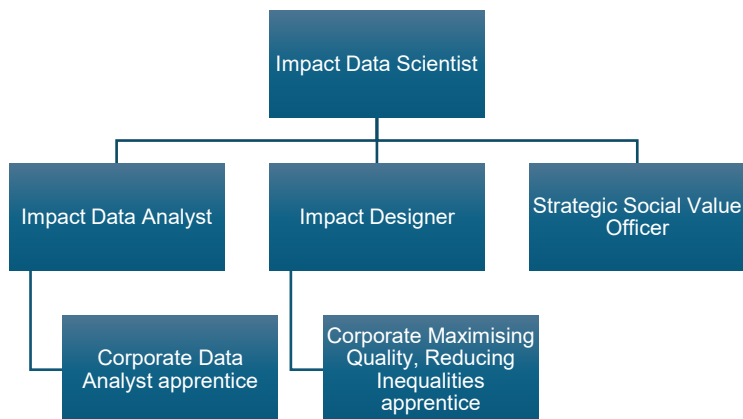
- Partner with research bodies to deliver robust evaluations, share learning from pilots, and inform best practice through evidence-based insights.
- Build relationships with providers to analyse market trends and co-create solutions that deliver cost-effective, socially valuable outcomes aligned with asset-based commissioning objectives.

Authority Level

Governance overview



Impact of Commisisoning team



Additional Requirements

- Any other duties appropriate to the post and grade

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

(Applicants are required to address all the points below in their supporting statement when applying. All of these criteria will be used for shortlisting at the applications stage).

Essential knowledge, skills and abilities

1. Is able to co-create logic models linking community assets to measurable outcomes and prevention benefits.
2. Is able to deliver mapping workshops and maintain accurate place-based asset maps.
3. Is able to evaluate commissioned activity using cost, value, risk, and impact measures.
4. Is able to strengthen commissioning specifications through evidence-based design and literature reviews.
5. Is able to design and launch test-and-learn pilots with benefit hypotheses and equity safeguards.
6. Is able to apply user-centred design, co-design methods, and iterative prototyping to improve services.
7. Is able to complete Equality Impact Assessments and apply ethics, EDI, sustainability, and GDPR compliance.
8. Is able to manage projects using agile and prioritisation techniques to deliver on time and budget.
9. Is able to communicate insights clearly, influence decisions, and champion asset-based commissioning.

Essential qualification(s) and experience

Degree-level qualification (or equivalent experience) in service design, human-centred design, public policy, social research, data/analytics or related field.

Proven experience delivering user-centred, iterative service design in complex public-sector settings (end-to-end, front-to-back, cross-channel).

Track record of co-design workshops with residents/VCSEs and multidisciplinary teams; creating logic models, asset maps, and running test-and-learn pilots through prototyping and evaluation

Experience integrating Equality Impact Assessments (EIA) and PSED requirements into commissioning specifications and governance.

Evidence of cost/value/risk/impact measurement, agile project management, and change management supporting MTFS savings and continuous improvement.

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
• Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues	• Does what they say they will do on time • Is open and honest • Treats all people fairly	• Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents	• Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures	• Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards