

## About the role

### Role

CX Designer

### Location and hours

Bristol or London

35 hours per week

Hybrid working with minimum 3 days per week in the office

### Career Framework

Senior Expert

### Salary

Competitive salary plus Benefits

## What you'll be doing

Motability Operations is continuing its transition to a more digitally led, inclusive and partner-enabled organisation across ICE, EV and Specialised Mobility. This role exists to ensure that as our services evolve, customers experience them as joined-up, coherent and confidence-building end-to-end journeys, regardless of channel or partner involvement.

The CX Designer will design and shape end-to-end services (front-stage and back-stage) across complex customer journeys, working closely with multidisciplinary teams to:

Set direction for CX across multiple journeys, programmes or domains, ensuring alignment to a coherent enterprise-wide experience vision.

- Build and evolve strategic, evidence-led service visions aligned to Motability Operations' purpose and CX principles
- Identify and resolve service-level pain points, gaps and inconsistencies across channels, teams and partners
- Influence strategic decisions on service scope, priorities and investment based on customer and business outcomes

The role sits within the Customer Experience Planning and Change team. The team is responsible for creating a joined-up CX vision and approach across Motability Operations, ensuring that customer experience is designed intentionally and consistently across products, services and partners.

Shared responsibilities of everyone on the team

- Contribute to the continuous improvement of our service and design methodology
- Champion inclusive design and accessibility, ensuring no customer is left behind
- Participate in a culture of open sharing, collaboration and constructive critique
- Help the organisation understand the customer impact of decisions and change

# Motability Operations

## Key Responsibilities

To achieve this, the role will:

- Own and evolve end-to-end CX visions and roadmaps across multiple initiatives
- Lead end-to-end service design activity across discovery, definition and early delivery phases
- Provide strategic oversight and assurance across squads to ensure consistency and alignment to CX principles
- Translate research, insight and strategy into clear service models, journeys and blueprints
- Define experience principles, service outcomes and success measures to guide delivery teams
- Facilitate workshops and co-design activities with customers, colleagues and partners
- Design for coherence across digital, assisted and partner-led channels
- Measure and evaluate service outcomes, feeding learning back into continuous improvement
- Coach and mentor designers and non-designers to build service design capability across teams

## About you

We are looking for someone who demonstrates strong CX Design capability aligned to the behaviours and ways of working we value as a CX team.

### **Advocate for the end-to-end customer experience**

- You are able to see the whole experience, not just individual touchpoints or channels
- You can synthesise research, insight and data into clear service narratives and journey models
- You have experience designing experiences that build customer confidence, understanding and trust over time
- 

### **Design with outcomes in mind**

- You can articulate how your design work supports customer, business and operational outcomes
- You define clear experience principles, measures and guardrails to support decision-making
- You influence prioritisation and investment decisions through evidence-led design thinking - balancing customer needs with feasibility, policy and partner constraints

### **Work inclusively and systemically**

# Motability Operations

- You demonstrate an inclusive design mindset, ensuring services work for a wide range of customer needs
- You consider backstage processes, data, roles and technology alongside customer-facing experiences
- You understand the impact of CX decisions on colleagues and partners

## **Collaborate and influence**

- You are experienced working in agile, multidisciplinary environments
- You can confidently facilitate workshops and present service design work to senior stakeholders
- You support teams by providing clarity, alignment and constructive challenge
- You drive continuous improvement of CX design practice, tools and methods across the organisation
- You work closely with UX Designers, UX Researchers, Product Managers, Insights, Technology and Operational teams to bring service visions to life and support delivery over time

## **Design iteratively and learn continuously**

- You are comfortable with ambiguity and shaping problems as understanding evolves
- You show your work early and welcome feedback
- You stay curious and keep up to date with service design methods, tools and best practice
- You are curious about AI use cases and actively use it to accelerate or refine design activity

## **Minimum criteria**

You'll need all of these.

- Proven experience as CX or service designer working in matrix organisation
- Experience with core design tools e.g. Miro, Figma etc.
- Experience working on managing customer experiences within a regulated environment
- Familiar with TheyDo or other journey management tools
- Experience delivering through digital transformation
- Ability to communicate designs through storytelling and visualisation Strong stakeholder management and influencing skills, with experience engaging a range of audiences
- Experience working collaboratively across teams and embedding CX into decision-making

# Motability Operations

- Highly organised and methodical, with strong attention to detail and ability to manage multiple priorities
- Commercial awareness and ability to link recommendations to business outcomes

## We're Motability Operations

### About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable +solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 800,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

### What we do

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, all-inclusive motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

### How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

### Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

# Motability Operations

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

## What we can offer you



**Pay:** competitive salary, with a yearly discretionary bonus, based on your performance



**Holiday:** 28 days, and you can buy and sell days



**Pension:** 15% non-contributory pension (9% during probation)



**Health and wellbeing:** Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



**Development:** A library of internal training on our myLearn platform



**Family friendly:** We have competitive family leave policies



**Diversity and inclusion:** We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



**Helping our community:** One volunteering day each year, and access to volunteering platform Neighbourly



**Schemes:** Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



**Other, voluntary benefits:** charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office