

UX Designer – Marketing – Grade F

Job Description

Purpose

To provide UX Design Services representing the web site users experience through research and innovative design. They will complement the FEDs and the Digital Designer, by creating great user experience this role will champion the user at all opportunities.

This is a key role to ensuring the new University website is user-focused and can contend with University competitors.

Duties

1. Utilise requirements, briefs and designs to produce wireframes, user journeys and visual concepts, to effectively align the needs of the user with the University's marketing strategy.
2. Pro-actively advise the Development Team on all issues of navigation, page routing, page design relating to the user experience and personas, especially on how new functionality can be deployed to improve performance.
3. Undertake usability testing with students (offsite and onsite), create reports to show performance and feedback into design and development.
4. In conjunction with data and SEO analysts, conduct competitive analysis on competitor web sites to inform improvements to design and measure performance/success.
5. Maintain a log of personas (users) and of digital personas (user journeys) for a rounded knowledge of website usage.
6. Run regular workshops with stakeholders to ensure all aspects of the University are covered in persona research and report findings to the Web Product Manager.
7. Using tools that offer heatmapping and click behaviour, monitor user behaviour on core pages of the web site to see how their experience can be improved in terms of user journey or page design. Provide informed guidance to the Product Manager and assist in creating a brief for the Development backlog.
8. Have oversight for mobile user experience, especially where content is responsive.
9. Advise the Development and Content teams on Accessibility UX.
10. Provide input into the Content Strategy in line with changing target trends.
11. Maintain and expand currency of knowledge and skills via personal and professional development.

12. Maintain awareness of competitors, sector and technical developments, by conducting benchmarking activities, with the aim of advancing and developing the University's online presence.
13. Undertake other duties commensurate with the grading of the post

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Demonstrable experience of working in Web UX Designer roles and of working across different platforms (e.g. desktop, mobile) (Application/Interview).
- Industry specific qualification or equivalent professional experience (Application).
- Strong interpersonal skills to build effective and productive working relationships as well as being able to work as part of a team and individually (Application/Interview).
- Use of web tools to understand user behaviour (e.g. hotjar) (Application/Interview).
- Experience of use of personas to drive user-centric design/development and ultimately achieve business goals (Application/Interview).
- Ability to lead stakeholder workshops which advance business goals (Application/Interview).
- Ability to analyse and interpret data sets and action findings to inform UX design (Application/Interview).
- Ability to effectively communicate UX design and recommendations with colleagues both within the Marketing team and outside of the team (Application/Interview).
- Creativity and passion for UX design (Application/Interview).
- Ability to test and qualify design/development work (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- UI Designer and Digital Designer experience (Application/Interview).
- Undergraduate degree in a relevant area (Application).
- Professional qualifications in Marketing or related area (Application).