|  |  |
| --- | --- |
| **Post Details** | **Last Updated: 22/12/2015** |
| **Faculty/Administrative/Service Department** | Marketing and Communications |
| **Job Title** | User Experience Designer |
| **Job Family**  | Professional Services | **Job Level**  | 4  |
| **Responsible to** | Head of Digital Marketing |
| **Responsible for (Staff)** | TBC |
| **Job Purpose Statement**The purpose of this role is to design and quality-control a consistent user experience for university-wide digital presences for all serviced digital devices including: desktop, mobile, tablets and native apps. The post holder will define and determine visual design and interactions, taking into account wider Information Architecture and drawing on user research where available. This role significantly contributes to Surrey’s online reputation by designing interfaces that define our customer experience. |
| **Key Responsibilities** This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum)  |
| 1. Design user interfaces for the University of Surrey websites, apps and other digital products.
2. Generate wireframes and mock-ups to present design concepts to stakeholders, and once approved, finalise designs ready to be coded by the developers.
3. Ensure that the interface structure/information architecture satisfies the marketing strategy, digital strategy, user experience design principles and all use-cases and product requirements.
4. Develop and maintain digital visual language guidelines and resources to facilitate best practice in user interface designs. Communicate these guidelines with all relevant parties.
5. Maintain consistent and high quality user experiences that work effectively across multiple digital devices and browsers, ensuring compliance with accessibility standards.
6. Co-operate with the technical team (front-end developers, back-end developers, University IT, and academic researchers), to balance usability and technical concerns in UX/UI design.
7. Work with colleagues to deliver usability testing (including A/B tests) to measure, iterate and improve the user experience.
8. Work with other internal and external designers to ensure that all digital design adheres to the University’s digital visual language guidelines.

**N.B. The above list is not exhaustive.** |
| All staff are expected to:* Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
* Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
* Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
* Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
* Undertake such other duties within the scope of the post as may be requested by your Manager.
* Work supportively with colleagues, operating in a collegiate manner at all times.

**Help maintain a safe working environment by:*** Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
* Following local codes of safe working practices and the University of Surrey Health and Safety Policy.
 |

|  |
| --- |
| **Elements of the Role**This section outlines some of the key elements of the role, which allow this role to be evaluated within the University’s structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role. |
| **Planning and Organising** * This role is responsible for planning, defining, developing and leading Surrey’s digital design across all major/official digital channels.
* The post holder is expected to take a pro-active approach to digital design, determining how their work should be prioritised.
* The role is expected to manage a variety of projects simultaneously, working under pressure with excellent attention to detail, prioritising workload for different scales of digital projects.
* The post holder has the authority to determine the timescales associated with design within the confines of agreed project timelines.
* Planning for workflow and activities will require both short (1-3 months), medium and long-term planning for visual design.
* Planning and organising for the post-holder includes: contextual analysis, business process, product branding, product roadmap and UI roadmap.
* The post holder must communicate planned designs using information hierarchy, navigation patterns, application structure, page types, page flow, wireframes, and storyboards.
* The post holder will be required to engage stakeholders, and present and explain rationales for design and IA to colleagues across the University.
 |
| **Problem Solving and Decision Making***.** The post holder must be able to lead and advise other departments on digital design, acting as the definitive authority, and as such a significant element of the role requires independent, creative, analytical and evaluative thinking.
* When making design decisions, the post holder must be able to convey the logic behind design decisions and present creative ideas to colleagues and internal clients.
* The post holder must be able to negotiate when collectively decision-making with clients, colleagues and contractors.
* The role has significant scope for problem solving, when defining the University’s visual language, adhering to Surrey’s documented Brand Guidelines to the extent practicable.
* The post holder is expected to provide leadership and unique design solutions to problems within the specialist area in which they are familiar.
* They are expected to act promptly and independently in resolving problems and issues concerning design within the team.
* Resolution for these issues will usually be found through referring to their previous experience of similar problems or through making reference to user experience research and brand guidelines, assessing which of these particularly governs each specific area of work and applying them.
* When decision making on aspects of design, the post holder must be able to conduct usability tests, and evaluate the findings, and then make user interface and interaction design changes once the recommendations are agreed with stakeholders.
* The post holder has a strong understanding of information architecture and will work closely with colleagues to define effective interfaces and user journeys.
* The level of this role recognizes that Digital Design goes beyond simply producing creative concepts; it requires the post holder to be able to solve customer problems as identified by user research. Defining how a web page, form or application works is a highly in-depth process when compared to static print design.
 |

|  |
| --- |
| **Continuous Improvement*** As part of a team, the post holder will directly impact the immediate staff and workings of the department by continuously devising more effective and efficient ways to engage with the university online.
* They will also contribute to continuously increasing the positive profile of the University through relevant, well-designed user journeys.
* Independently, the post holder is expected to propagate best practice in the arena of user interface design, educating the rest of the university on what makes a good user experience.
 |
| **Accountability** * Visual design communicates interactivity, information structures, workflows, and relationships between the graphic elements and the content items on the screen, making it a crucial aspect of our customer experience. The post holder therefore plays a key role in defining a highly-visible aspect of the University’s offering and expected to work independently within defined brand guidelines.
* Our visual language for digital platforms are continuously evolving as we are developing more applications and exploring personalised user experience designs for a variety of audiences. Therefore, we are expecting the post holder to be responsible for developing our visual styles while maintaining design principles.
* The post holder will be independently creating prototypes or mock-ups of concept models, and is responsible for creating design principles and applying into the digital services for the University’s users.
 |
| **Dimensions of the role** * Defining website visual experiences for all customer-facing web presences
* Average monthly website unique visits: 500,000
* Average monthly unique blog visits: 3,000
* Current total social media reach: 67,000
* Working in the Digital Marketing Team alongside Content & Creative team, Campaign Managers and Faculty colleagues
 |
| **Supplementary Information** * Internal stakeholder engagement will form a key part of this role as it will play a key role in driving best practice and a digital-first approach to engaging our audiences.
 |
| **Person Specification** This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role. |
| **Qualifications and Professional Memberships** |  |
| Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles. Or: Significant vocational experience , demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge  | E |
| The post holder will need experience of working in a busy digital design environment, and have a strongly established portfolio of web design projects where she/he directly influenced usability backed up by impressive technical skills. | E |
| The post holder will have extensive commercial experience backed-up by social reputation and endorsements. | D |

|  |  |  |
| --- | --- | --- |
| **Technical Competencies (Experience and Knowledge)** This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance). | **Essential/Desirable** | **Level****1-3** |
| Highly specialised at designing user interfaces for web and mobile | E | 3 |
| Expert in creating full UX documentation, i.e. storyboarding/wireframing, content mapping, concepting, schematics, prototyping, etc. | E | 3 |
| Experience of designing for desktop, tablet and mobile devices with proven ability in optimising designs for multiple target devices. | E | 3 |
| Advanced knowledge of Adobe’s Creative Suite programmes. | E | 3 |
| Enhanced understanding of core web technologies (HTML, CSS and JavaScript) and web content management systems (Preferably Drupal 7, Rhythmx, WordPress) | E | 2 |
| In-depth knowledge of accessibility issues for websites, including the W3C accessibility standards and website best practice. | E | 2 |
| Proven ability to create visual design principles and provide user-centred design solutions. | E | 3 |
| Ability in using Google Analytics. | D | n/a |
| Previous experience of wireframing and user experience testing in a live  | D | n/a |
| Experience of photography and image management and relevant software and archive solutions | D | n/a |
| Experience of using a variable print software package in a design context | D | n/a |
| **Core Competencies** This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | **Level****1-3** |
| CommunicationAdaptability / FlexibilityCustomer/Client service and supportPlanning and OrganisingContinuous ImprovementProblem Solving and Decision Making SkillsManaging and Developing PerformanceCreative and Analytical ThinkingInfluencing, Persuasion and Negotiation SkillsStrategic Thinking & Leadership | 3333333332 |
| This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. |

|  |
| --- |
| **Organisational/Departmental Information & Key Relationships** |
| Background InformationThe Marketing and Communications Department is comprised of 5 distinct areas incorporating Marketing and Campaign Management; Market Insight and Data; Brand, Content and Creative; Marketing and Public Relations and Digital Marketing.  This particular post is based in the Digital Marketing team.The Department is responsible for ensuring that the University is optimally positioned in domestic and International markets against a variety of different target audiences ranging from Research Councils, students, prospective parents, schools, businesses, public bodies and local communities.  Attraction of students; research funding and ongoing reputation building and management are some of the performance indicators against which the department will be judged.The Digital Team is responsible for implementing digital marketing acquisition activity, management of surrey.ac.uk, the intranet, ongoing activity and information architecture/ platform developments. |
| Department Structure Chart  |
| Relationships **Internal*** Digital Marketing Team
* Digital Development Team
* Faculties and School
* Content and Creative Team
* Campaign Managers
* Faculty Web Co-ordinators
* IT Services

**External*** Agencies and suppliers
* End-users
 |