

**Job Title**

Senior Accessibility Specialist

**Job Description**

Job Title: Senior Accessibility Specialist  
Division: BBC Design & Engineering  
Base: Birmingham or Salford  
Grade: 8

**WHO WE ARE**

The User Experience and Design (UX&D) team within BBC Design & Engineering (D&E) delivers the design for world-class interactive sites and services on the internet, mobile and interactive TV platforms. The team is responsible for the user experience of a wide range of products and services including; BBC iPlayer, BBC News, BBC Sport, CBBC, Cbeebies, BBC Mobile sites as well as iPhone and Android applications.

As part of the UX&D team you would have the unique opportunity to contribute and represent disabled users through research and advocacy across multiple products and platforms whilst working in multi-disciplinary teams.

The BBC's focus is to be the most creative organisation in the world. To help us reach that goal we need experienced accessibility professionals with talent and flair, a passion for standards based interactive media, a real understanding of working with disabled test participants, assistive technologies, Designers and Developers.

**PURPOSE OF THE JOB**

To assure BBC digital products and services are accessible by assistive technology users and BBC access service consumers.

To act as the main support for the Accessibility Champions in BBC's Global Experience Language (GEL) and ensure the GEL framework is aligned with current BBC Accessibility Guidelines.

To act as a subject specialist in UX&D working closely with the Accessibility Champions who generally are; Business Analysts, Developers, Designers and Design Researchers.

To define and manage the BBC's Product Accessibility Guidelines for online, Mobile and IPTV services, for BBC, wholly owned subsidiaries and partner organisations, and ensure approval from key stakeholders.

To align the any Accessibility Help within the individual product pages with BBC Product Accessibility Guidelines and design research findings.

To ensure Quality Assurance testing tools and processes are aligned with; the BBC's Product Accessibility Guidelines, externally awarded production briefs and BBC Standards.

To ensure the training courses available to production teams are aligned with the BBC Accessibility Standards with the development of new content.

To deliver workshops and course materials relating to accessibility to groups both in and where appropriate outside of the BBC.

To provide or manage expert reviews for production teams on an ad hoc basis, and promote accessibility best practice within the wider industry.

## MAIN DUTIES

Work with the Product Managers, Creative Directors, Design Research Specialists, Developers, Accessibility Delivery Manager and the Head of Accessibility on a daily basis to:

1. Be the voice of the assistive technology user on any assigned project team, providing expertise and insight backed-up with research.
2. Work collaboratively with the other members of the Accessibility Team to develop new guidelines, techniques, tools and training materials.
3. Manage workshops and deliver training on accessibility related subjects.
4. Provide direct support to BBC GEL Champions on the development of new patterns and libraries ensuring the process of the development, management, implementation and testing of GEL patterns is aligned with the BBC Product Accessibility Guidelines.
5. Source and share any relevant internally and externally produced research findings.
6. Work collaboratively with the Accessibility Researchers in BBC R&D.
7. Line Manage and support the development of direct reports within the team.

### Designing & Briefing

- work with the Design Research Specialists to ensure accessibility remains a fundamental part of their user research plans
- either carry out the research yourself or commission the testing externally
- work with Creative Directors to ensure the application of GEL Accessibility

### Scripting

- create assistive technology centric tools and scripts for Designers, Developers and QA testing teams

### Organisation

- organise and sometimes deliver workshops and training sessions on key subjects such as ARIA implementation or screen reader use
- raise tickets against all accessibility bugs found and track the bugs through the product development process

### Reporting

- communicate all pertinent research findings to key stakeholders

### Feedback/Results

- organise feedback sessions based on design research projects or expert evaluations
- work with project teams to help define solutions to issues identified from research and evaluations
- ensure recommendations are considered in a project team's decision making process and prioritised accordingly

### Developing

- work with Accessibility Champions from across the organisation in the creation and ratification of accessibility guidelines for online, mobile and IPTV services
- work with production teams, BBC Academy and the Internal Comms team in the development and promotion of accessibility training materials

### In General

- work to the BBC's policy on Health and Safety and best practice on engagement with users (CRB checks, DPA etc.)
- be aware of personal financial authority limits and to ensure that this authority is exercised in accordance with BBC financial arrangements
- provide holiday/sickness cover for other U&A Specialists, as and when needed

## REQUIRED KNOWLEDGE AND EXPERIENCE

### Essential:

Proven experience of providing accessibility advice to Design and Production teams for both online and mobile

platforms which includes developing, adapting or delivering against BBC accessibility standards

Expertise in the use of contemporary assistive technologies and device native accessibility features, and the development techniques needed to support them

Experience of analysing the navigation structure and interaction design of user experiences from an assistive technology user's perspective

An excellent understanding of accessibility and usability for people with sensory, motor or cognitive disabilities, and have experience of user research with disabled people

Experience of teaching or training facilitation

A advanced understanding of web development technologies, standards and methodologies

Experience of working in multi-disciplinary teams

Excellent written, verbal communication and presentation skills - the ability to communicate the reasoning behind your preferred results, methods, and approaches (orally and in writing)

The ability to perform well under pressure and work to tight deadlines.

**Nice to have:**

Experience of implementing business analytical skills when developing product strategies and organisational policies

Experience of working collaboratively as part of a Standards or Policy group

**COMPETENCIES**

Analytical Thinking

- Gathering relevant information from a range of sources
- Sift information and selects what is significant
- Translate analysis into practical action plans
- Ability to simplify complex problems, processes or projects
- Can identify causal relationships and construct frameworks for problem solving and/or development
- Think clearly and decisively, particularly when faced with unexpected problems
- Maintain responsibility for own decisions

Planning and Organising

- Ability to think ahead to establish an efficient and appropriate course of action for self and others.
- Prioritising and planning activities taking into account all the relevant issues such as deadlines, technologies, staffing and resource requirements.
- Excellent organising and administrative skills

Influencing and Persuading

- Ability to present sound and well-reasoned cases to convince others

Communication

- Effective communications style – keeping people informed through appropriate media
- Able to be persuasive and convince others of the merit to their business of collaboration and co-operation with your role in their project
- Able to express your ideas clearly and confidently
- Is approachable and sensitive to the needs of others
- Proactively shares knowledge and information

Managing Relationships

- Able to build and maintain effective working relationships with a range of people

- Work co-operatively with others to be part of a team

Collaboration

- Connect people, ideas, processes, and issues
- Share resources, knowledge ideas and skills across the organisation
- Build helpful productive relationships across the organisation