

Job title	User Experience Senior		
Job family	Technology, Systems & Delivery	Band	D

Job purpose

The User Experience Senior uses expertise to lead on design projects across multiple touchpoints for the audience and employees and is responsible for the line management and development of more junior user experience (UX) staff members.

Key responsibilities and accountabilities

- Be the voice of UX in project teams, explaining your rationale to developers, editorial staff and product managers.
- Contribute expertise and work in partnership with other members of the team to get to the core of what our users need, creating sketches, concepts, user journeys, wireframes and navigational prototypes.
- Lead on user requirements employing relevant design and research methods and techniques to ensure a compelling design.
- Lead the delivery of user requirements, personas, domain models, ontologies and functional specifications to ensure the design comes to life.
- To engage the wider team and key stakeholders in the user-centred design process, ensuring that user research is central to design decision making.
- Mentor and motivate colleagues
- Direct the work of UX team members and ensure high quality delivery.
- Work with people across the wider BBC to ensure we're making the most of the BBC's global experience language (GEL).
- Initiate projects and prioritise own workload.
- Guide the work of external agencies and freelancers to learn new things, see new perspectives and create new ideas.
- Help organise formal and informal user research, and proactively try out ideas and designs with people to make sure we're meeting real user needs.
- Investigate new research or design methodologies and ensure the team are kept aware of advances in the UX field.
- Do all this with a view to achieving a single, seamless service across all BBC products and services.
- Input into recruitment and development of junior staff.
- Support a positive working environment that considers the needs of a diverse team.

Knowledge, skills, training and experience

Essential

- Evidence of an extensive portfolio of work across different screens and systems.
- Proven experience of providing leadership and specialist knowledge to UX and product teams.
- Broad conceptual expertise to motivate others and help shape product strategy.
- Comfortable explaining design concepts specialists and non-specialists
- Takes a broad view, approaching design and information architecture conceptually, and thinking

- about the whole experience.
- Excellent written, spoken and presentation skills; ability to communicate the reasoning behind concepts, methods and approaches to different audiences.
 - Ability to balance user needs with what’s achievable.
 - Aware of the latest design trends and technology developments.
 - Can prioritise and plan own work, perform well under pressure and meet multiple, tight deadlines.
 - Degree or equivalent experience.

Job impact	
Scope	
Finance:	No budget responsibility.
Line management:	Responsible for the line management and development of more junior user experience (UX) staff members. Task management of 1-5 members of staff.
Ad-hoc teams:	Participates in and leaders various ad hoc teams.

Other information	
For Reward team use only	
Job Code	
Definition:	Content Support

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.