

Job title	User Experience Senior		
Job family	Technical Systems & Delivery	Grade	9

Job purpose

The User Experience Design discipline is responsible for translating user needs into innovative, inclusive, desirable and value-adding digital experiences across multiple platforms and touch points.

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 staff members.

Key responsibilities and accountabilities

- Be the voice of user experience in project teams, explaining your rationale to developers, editorial staff and product managers
- Contribute expertise and collaborate with other members of the team to get to the heart 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 at the heart of design decision making
- Line manage, mentor and develop colleagues, inspiring them to new creative heights
- Direct the work of other user experience team members, and ensure high quality delivery
- Work with people across the department and other teams to make sure 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 up to date with advances within the user experience field
- Do all this with a view to achieving a single, seamless service across all BBC products and services
- Input into recruitment of mid-weight and junior staff, including regular catch-ups, professional development, input into appraisals, and manage poor performance where required
- 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 consistently great work across different screens and systems
- Proven experience of providing leadership and expertise to user experience and product teams
- Broad conceptual expertise to inspire others and help shape product strategy
- Comfortable explaining design concepts to anyone, no matter how senior or inexperienced
- To take a broader view – approaching design and information architecture conceptually, and thinking about the whole experience
- Excellent written, verbal communication and presentation skills - the ability to communicate the reasoning behind your concepts, methods, and approaches to varied audiences
- Ability to balance what the user needs with what’s really achievable
- Follow the latest design trends and technology developments
- Can prioritise and plan own work, to perform well under pressure and to multiple, tight deadlines
- Degree or equivalent experience

Job impact

Decision making

- *Reports to Creative Director of User Experience*
- *Takes assignments from Creative Director or Head of Design*
- *Work to the BBC’s policy on Health and Safety and best practice on engagement with users (CRB checks, DPA etc.)*
- *Leads on projects and supervises work of mid-weight and junior staff*
- *Prioritises and can plan own workload*
- *Keeps appropriate people well informed of plans and progress*
- *Spots development opportunities for colleagues and actively offers support*
- *Prioritises demand to make good use of resources*
- *Creates and nurtures strong relationships internally and externally*

Scope

Finance: No budgetary responsibility beyond adherence to the BBC expenses policy

Line management: Task management responsibility for 1-5 members of staff

Ad-hoc teams: Participation and leadership as an active member of multiple teams including: the department’s creative leadership team as a whole; and assigned design team on a Product or Service; guidelines and discipline-specific groups

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

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	
Reports to (title)	
Location base	

Organisation structure	

Additional job specific responsibilities and accountabilities

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	