



JOB DESCRIPTION

Job Title:	Midweight UX Writer
Group:	Design & Engineering
Department:	User Experience & Design (UX&D)
Base:	
Grade:	7

Job introduction

We design the BBC's amazing digital experiences, from apps to websites, from iPlayer to CBeebies.

Our ace team of UX designers, information architects, researchers and writers work with people from across the BBC, especially product, editorial and tech. Together we create elegant, delightful experiences that wow audiences and win awards.

The ideal candidate

You've done great writing work for all sorts of digital experiences, be they websites, chatbots, apps or games. Or maybe something new we've never even heard of. And you've got the portfolio to prove it.

Yes, you can hammer out headlines and fine-tune CTAs till the cows come home. But you also consider the overall user journey and how the right word choice, tone and narrative flow can make everything sing.

Ideas? You're full of them, and a whizz at sharing them with absolutely anyone, be they writers, designers or tech-minded developers. So you're always ready to try out different styles, tones and approaches to get the best results.

You're enthusiastic and curious about the possibilities of digital writing. And you see every situation as a chance to learn something new.

You've got at least three years experience writing for digital. But more importantly you're fascinated by how words and the ways we use them can help create better digital experiences.

Oh, and you spotted the typo in that last paragraph straight away.

Role responsibility

You'll work in a team creating new BBC experiences for conversational user interfaces (or smart speakers), such as Amazon Alexa.

In a typical day, you might:

- Turn complex concepts or journeys into clear, concise, compelling copy. And consider things like tone, clarity, and flow along the way.
- Help to shape tone of voice or style guidelines. And work with people across the BBC to make sure we're sticking to them.
- Collaborate with designers, researchers, product managers, marketers and engineers.
- Try out your ideas through user testing and research, to make sure they're meeting real audience needs and are pitched at the right level.



- Share writing expertise and ideas with people from design, product, editorial and tech teams.
- Help colleagues to become better writers, be it by helping to run training or just setting a good example.
- Consider accessibility requirements – to better understand and cater for the broad range of audience needs.

Competencies

As a “grade 7”, you’ll need to be able to:

Communicate

- Speak and write clearly and concisely
- Communicate opinions to your colleagues effectively
- Use non-verbal communication skills
- Be constructive when communicating
- Listen to and value other people’s views

Think creatively and analytically

- Simplify problems into parts
- Identify key data to back up your decisions
- See a range of potential applications
- Use a range of techniques to encourage others to contribute ideas

Strive to learn

- Pursue and embrace development opportunities for yourself
- Be willing to accept new challenges to stretch your abilities
- Mentor/coach less experienced people

Manage relations and teamwork

- Create and nurture strong relationships internally and externally
- Play an active part in team working
- Build bridges where they may not have existed before
- Treat people courteously
- Flex your communication style depending on whom you’re working with

Strive for results

- Give that little bit extra
- Take ownership and responsibility
- Make a sustained effort

Be resilient and flexible

- Look for and embrace new ways of doing things
- Stay positive

Plan and organise

- Keep track of your own workload and make effective use of your time
- Keep appropriate people well informed of plans and progress