JOB DESCRIPTION

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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.

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	User Experience and Design
Reports to (title)	Creative Director of User Experience
Location base	London or Glasgow

Additional job specific responsibilities and accountabilities

Job Introduction

At BBC Datalab we use data and machine learning to build recommendation engines that serve millions of audience members. If you enjoy working in an agile, creative and innovative environment where data is at the core of everything we do, this is the ideal role for you! We're

looking for a Senior Design Researcher to join our cross-functional team on a 12-month fixed-term contract (or internal attachment) and help us to scale up machine learning within BBC World Service. https://datalab.rocks/

While you will work day-to-day within Datalab, you'll receive professional support from BBC UX&D, a department of UX designers, architects and researchers who collaborate closely with product, editorial and technical teams from across the BBC. Working together with users and colleagues, you'll take a holistic, human-centred approach to help create a BBC that's truly fit for the digital age.

Role Responsibility

As the Senior Design Researcher (Algorithmic Recommendations), you'll be working with a cross-functional squad within Datalab, focused on delivering great algorithmic recommendations on BBC World Service language sites. You'll be responsible for shaping and delivering the design research programme in your portfolio.

In your role, you'll:

- Work with stakeholders and squad members to prioritise research needs, and then define and execute the project's research programme
- Draw on your extensive knowledge of different methodologies to make recommendations around where research will deliver the most value
- Lead complex research projects, working alongside UX&D counterparts in BBC World Service, News, and other product areas
- Investigate new research or design methodologies and ensure the team are kept up to date with advances within the user experience field
- Align with World Service Audience Research counterparts and World Service Marketing team
- Commission and oversee external research agencies inside and outside of the UK

The Ideal Candidate

You're comfortable advocating for the user and their needs. You'll enjoy building empathy with different kinds of stakeholders, flexing your approach to achieve the best results. You have extensive knowledge of different research methodologies and are able to articulate insights in a way that lands with colleagues and results in real, tangible changes.

You've worked alongside designers and product managers to discover requirements in complex environments, and are happy and capable of running multiple projects at once. If you've worked with data scientists before, that's a plus! You enjoy teaching others, and helping teams get more from research. While previous experience working on data and machine learning products isn't required, we are looking for candidates who are enthusiastic to learn and work in this space. A working knowledge of statistics, data science, and machine learning would be desirable but not essential.