

Job title	User Experience Mid-weight		
Job family	Technical Systems & Delivery	Band	C

Job purpose

The User Experience and 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 Mid-weight shares ideas and insights with other teams across the BBC, using a continuum of thinking and tools to get from insight or concept to a pursuable product. The User Experience Mid-weight uses their expertise to create products and services for the audience and employees.

Key responsibilities and accountabilities

- Share expertise and concepts with people from design, product, editorial and technical teams
- Collaborate with other team members to get to the heart of what the users need – creating, insights, sketches, concepts, user journeys, wireframes and navigational prototypes to explore and test propositions
- Create compelling user experiences by applying expertise in relevant practice and theory
- Research and design for multiple platforms and touch points
- Identify and build key relationships with stakeholders from across the department, and outside the department
- Work with teams across the department to make sure we’re making the most of the BBC’s Global Experience Language (GEL)
- Work with external agencies to learn new things, see new perspectives and create new ideas
- Involve audience members and end-users throughout the product/service lifecycle to make sure they’re meeting real user needs
- Do all this with a view to achieving a single, seamless service on all screens across all BBC products

Knowledge, skills, training and experience

Essential

- Portfolio evidence of impressive work across different platforms
- Evidence of successfully collaborating and sharing your ideas with absolutely anyone
- Keep pace with latest design trends and technology developments

- Not afraid to try out different approaches and styles
- Relevant degree or equivalent on the job experience

Job impact	
<i>Decision making</i>	
<ul style="list-style-type: none"> • <i>Reports to the User Experience Senior</i> • <i>Takes assignments from design lead (User Experience Senior or Creative Director of User Experience)</i> • <i>Prioritises and can plan own workload</i> • <i>Keeps appropriate people well informed of plans and progress</i> 	
<i>Scope</i>	
<i>Finance:</i>	<i>No budgetary responsibility beyond adherence to the BBC expenses policy</i>
<i>Line management:</i>	<i>No line management responsibility – may mentor trainees</i>
<i>Ad-hoc teams:</i>	<i>Participates as an active member of assigned design team on a Product or Service; guidelines and discipline-specific groups</i>

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.