User Experience Researcher

Basic information

Band: E
Job family: Marketing
Terms: Permanent
Location: Cheltenham, but some travel and working off-site may be required

Reports to: Lead User Experience Architect
Team: Marketing
Business unit: Customer Experience & Marketing

Role purpose:

As part of a user-centered design (UCD) process, the role is to undertake all necessary research and evaluation, provide analysis and recommendations, and see these through to implementation, all of which support the development and delivery of a user experience on ucas.com.

The candidate should have a background in or strong understanding of overseas users, as well as those in the UK, and be able to demonstrate this by creation of relevant personas and user journeys.

Key duties and responsibilities:

- To establish requirements for new developments, working with key stakeholders.
- To translate requirements into the development of personas, user journeys, site maps, prototypes and wireframes.
- To brief development teams and liaise with them throughout the build, to ensure delivery of the project on time and to budget.
- Provide advice and coaching to colleagues on the best way to deliver successful outcomes, with the customer/user lens.
- To establish qualitative and quantitative success measures for developments.
- To ensure sites are optimised to meet search, accessibility, and legal standards.

- To manage all project documentation, to track the online customer experience and ensure team members and key stakeholders are kept informed.
- To work with external organisations as required, to scope and deliver projects.
- Provide quality assurance and supervision of outputs.

Person specification:
- Excellent working knowledge and proven experience of UX principles.
- Strong user testing experience.
- Strong research skills.
- Experience of working with international users and the education system or similar.
- Proficient in software tools, such as Axure and Morae.
- Experience of designing test methods, lab testing, and report/recommendation writing.
- Excellent communication, presentation, interpersonal, and organisation skills.
- Excellent negotiating skills.
- Ability to work on own initiative.
- High attention to detail.
- Strong team player.
- 'Can-do' attitude.
- Creativity.

Accountabilities:

Financial authorities:
- Contribute towards collective financial revenue/savings targets.

Non-financial authorities:
- Develop project plans.
- Scope user testing, recruit users, and carry out user testing projects.
- Make improvements to the website based on analytics and user feedback.
- Make changes to service in development based on user feedback.
- Manage all stages within a project, to achieve the overall project objectives.
- Produce project documentation.
- Make decisions to implement projects according to project plans.
- Make decisions to improve project delivery, and make changes to projects according to customer feedback.
- Manage external suppliers and staff.
- Present projects to third parties and internal staff.
- Represent UCAS at internal meetings and external events.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.