

JOB DESCRIPTION	
<b>Job title:</b> : UX Manager	<b>Accountable to:</b> Assistant Head of Online Services
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £37,265 - £44,708 per annum	<b>Grade:</b> 5
<b>Service:</b> Digital Team, Communications and External Affairs	<b>Location:</b> High Holborn
<p><b>Who are the Digital Team?</b></p> <p>The Digital Team manage the main UAL website and other digital channels including Canvas (the Digital Workspace for staff), MyUAL (the student app) and Portfolio (the student portfolio and networking site).</p> <p>We train staff on our various content management systems and digital content creation and provide general web support for our network of content editors across the organisation.</p> <p>We advise on best practice, search engine optimisation, user experience and accessibility. We also advise on the branding and look and feel of third party sites.</p>	
<p><b>What is the purpose of the role?</b></p> <p>As the User Experience Manager, you'll use your proven creative talent and expert-level abilities in user experience, interaction design and user-centred design principles to create clean, consistent insight driven experiences that engage our users. You will be confident at translating user cases and business requirements into functional specifications.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Manage the UX Designer (and any temporary or contract UX staff)</li> <li>• Provide UX design leadership for the UAL website, Digital Workspace and other digital projects based on statistics and user behaviours.</li> <li>• Production of interface design and wireframes to develop templates in the University's website CMS.</li> <li>• Through a sound understanding of web development practices, provide sufficient and detailed documentation of designs to the digital development team.</li> <li>• Lead on defining the information architecture and user experience of the University digital environment and producing UX solutions for identified problems.</li> <li>• Manage online experiences across our digital channels which are interactive and useful to our audiences. Review and amending existing UX patterns when needed.</li> <li>• Manage regular reviews of the usability and accessibility on UAL's digital channels and lead the content team and development team in make improvements to the user experience.</li> <li>• Manage the creation of experience documents including: site maps, logic flows, wireframes, functional specifications, data models parameters, prototypes.</li> </ul>	

- Advise on the design interface of third party web based systems to achieve visual integration in the University web environment.
- Manage design input on website improvements including the creation of new components and styles.
- Act as the design and UX lead when working with third party digital agencies.
- Assist in the definition of the UAL brand online, providing design guidelines and criteria for its use.
- Maintain keen interest in wider web-related issues and contribute ideas for ongoing development of user experience for the University web environment

#### **General**

- Assume other reasonable duties consistent with your role, as determined by the Assistant Head of Online Services which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

#### **Key Working Relationships**

- Senior stakeholders across the organisation
- Communications and External Affairs staff
- IT Services
- Marketing and Student Recruitment
- Academic Enterprise
- Web coordinators (colleges)
- Content coordinators (organisation wide)

#### **Specific Management Responsibilities**

Budgets: None

Staff: 1

Other (e.g. accommodation; equipment): N/A

Last updated: July 2018

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	Relevant qualification, e.g. Degree or equivalent level of relevant UX experience
	Experience working in a fast paced digital environment
	Knowledge and application of WCAG 2.0 accessibility guidance
	Appropriate IT skills to enable best use of available information and communications as necessary for the post: MS Office, Google Analytics, Moz Digital Marketing software, XHTML/HTML 5 CMS, Email Newsletter Software (Mail Chimp or similar), Survey Software, Adobe Photoshop or Fireworks, Social media
Relevant Experience	Web, software and application development
	Working in an Agile Development Environment
	Using enterprise content management systems
	Creating design specifications and wireframes to meet needs of business partners. (Experience of using Figma beneficial)
	Interface design, layout and typography
	Google analytics, user testing and usability analysis
	Designing complex transactional interfaces
	Working with teams of designers and developers
Communication Skills	Communicates effectively orally, in writing and/or using visual media
	Ability to communicate clearly and persuasively, explaining complicated matters simply, tailoring delivery methods/media to suit the audience's needs and understanding
	Ability to ensure that accurate information is passed on to the most appropriate people in a timely fashion to improve working practices
	Ability to adapt services and systems to meet customers' needs and identify ways of improving standards and actively promoting the service

	Ability to meet Service Level Agreements by collating feedback and views from customers and keeping up to date with market trends and service developments
Leadership and Management	Managing a team of permanent and contract staff
Professional Practice	Builds and maintains positive relationships with internal and external customers
	Puts the customer experience at the centre of everything delivered
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
	Experience of ensuring that time and resources are used effectively, continually reviewing progress to improve efficiency and to ensure that work of self and others is completed in line with team objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional group
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems
	Ability to analyse problems to identify their cause, considering all possible solutions to identify those which offer wider benefits

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

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