### Purpose of role

Working as part of the Digital Engagement Programme, this role will work to ensure all new University digital products are as Beautiful as they are effective and powerful. Working closely with our partners, stakeholders and product specialists, the role will ensure that the University of Nottingham brand is clearly articulated, and campaigns, sites and experiences associated with student recruitment are irresistibly convenient and daringly brilliant.

### Main responsibilities

(Primary accountabilities and responsibilities expected to fulfil the role)

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<th>% time per year</th>
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<td>45%</td>
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#### UX/UI Research and Design

- Design experiences with the latest Prototyping, UI, and UX tools
- Working with our external partners, conceive, develop, and test concepts for new experiences and designs in relation to Student Recruitment
- Contribute to the definition of strategic experience visions & principles in relation to Student Recruitment
- Undertake quantitative and qualitative research studies (e.g. trends analysis, competitor experience assessments, and customer/usability research in support of the development of the Customer Experience.
- Provide analysis, insight and meaningful conclusions from research
- Deliver elegant, user-centered designs through data and research.
- Produce interaction flows, experience maps, mock-ups, prototypes, and other design artifacts to generate ideas and gather feedback as part of an iterative design process.
- Create wireframes, storyboards and process flows to communicate interaction and design ideas
- Facilitate stakeholder workshops to gather requirements and evolve designs.
- Ensure the voice of the customer is present in all design elements of the programme.

#### CX Delivery and Management

- Working with our partners Accenture and other product team members, deliver the new UI for the University of Nottingham’s Student recruitment CX products. These include new websites, mobile content, advertising assets etc.
- Produce end-to-end, multi-channel customer experiences in relation to Student Recruitment

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- Support the development and establishment of a University wide design system of components which can be reused and personalized.
- Track and monitor the impact of customer journeys and optimise their performance over time
- The creation and delivery of a digital customer journey management standard, educating all stakeholders and project team staff on this
- Supporting the internal Product team and external partners, map end to end customer journeys, missions and propositions to identify, key moments of truth, pain points and ideal experience outcomes based on strong understanding of customer expectations and best in class experience
- Provide thorough documentation of new CX, UX or UI designs in a clear visual manner.

| 3. Other |
|-------------------------|-------------------------|
| Ensure brand consistency and integrity across all digital outputs. |
| Work closely with content resources to ensure content embraces new design and CX principles. |
| Champion new designs and processes across the University |
| Work closely with other Design resources across the University to share best practice. | 10% |
## Person specification

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<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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<td></td>
<td>▪ Creative and customer focused approach.</td>
<td>▪ Active in the Advertising and Campaign community, organising events or promoting discussion</td>
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<td>▪ Skilled at researching and defining opportunities in current customer journeys, and conduct interviews to understand their needs.</td>
<td>▪ Graphic design and animation skill.</td>
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<td>▪ High levels of emotional intelligence to work with varying parties with differing needs and expectations</td>
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<td>▪ Proactive, independent, responsible attitude</td>
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<td>▪ Ability to communicate and explain complex issues in clear, concise, persuasive language.</td>
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<td>▪ Can work collaboratively as part of a product team.</td>
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<td>▪ Can work at a fast pace and to tight deadlines.</td>
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<td>▪ Understands the art of the possible and can deliver a roadmap to reach it.</td>
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<td>▪ An understanding of customer experience disciplines and designing for omni-channel experiences</td>
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<td>▪ An ability to define evaluative research goals, conduct research and plan usability studies to support the latter stages of product development</td>
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<td>▪ Able to generate actionable insights that both fuel ideation and evaluate product experiences</td>
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<td>▪ Have a great eye for detail, colour usage, typography, iconography and layout</td>
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<td>▪ Ability to translate business problems into deliverable technical solutions</td>
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<td>Knowledge and experience</td>
<td>▪ Experience designing personalised, AI driven digital products utilizing modern marketing technology (Adobe, sitecore, etc.)</td>
<td>▪ Experience as customer experience designer, service design, interaction designer, experiential designer, user experience designer, or similar job role.</td>
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<td>▪ Demonstrable knowledge of Agile principles, methodology and delivery experience</td>
<td>▪ Knowledge and experience of the Adobe Experience Cloud, Sensei AI and Microsoft Dynamics 365</td>
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<td>▪ Demonstrable experience of delivering SCRUM projects to budget and time.</td>
<td>▪ Experience using Adobe Workfront or similar</td>
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<td><strong>Significant knowledge of modern marketing techniques, process and technologies</strong></td>
<td><strong>Previous experience of working within Higher Education</strong></td>
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<td><strong>Experience of front-end tools and technologies such as: JavaScript, Handlebars, VueJS, jQuery, JSON HTML 5, CSS, BEM, SASS/SCSS, Git.</strong></td>
<td><strong>Experience of other enterprise marketing platforms including Salesforce Marketing Cloud, Microsoft Dynamics 365.</strong></td>
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<td><strong>Excellent experience designing User Interfaces and branding</strong></td>
<td><strong>Previous experience working with Tier 1 consultancy partners as well as in house teams</strong></td>
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<td><strong>Strong experience of UI/UX Design utilising systems such as Figma, Sketch Adobe CC.</strong></td>
<td><strong>Familiarity and experience with Agile Software tooling eg Microsoft Azure DevOps</strong></td>
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<td><strong>Knowledge and awareness of CMA, ASA, GDPR and Accessibility regulation</strong></td>
<td><strong>Experience of developing personalised experiences.</strong></td>
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<td><strong>Qualifications, certification and training (relevant to role)</strong></td>
<td><strong>Knowledge of university operating practices and processes</strong></td>
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<td><strong>Educated to degree level or equivalent</strong></td>
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Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people  
Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking ownership  
Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward thinking  
Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

Professional pride  
Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive  
Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

Line manager  
Programme Director / Product Director

Role holder  
Student Recruitment Design Lead (CX/UX/UI.)

Key stakeholder relationships  
Product Team  
External Partners and Suppliers  
Business Change Team  
Other Stakeholders