

User Experience Lead

Position: User Experience Lead
Role Description: Usability specialist with an interest in the overlap with Creative and eMarketing

Role Description:

Main responsibility will be to act as the User Experience Lead (Usability / Information Architecture) for all projects ensuring that user experience deliverables are effectively met through liaison with the client, internal key team members and external freelancers/agencies.

Excellent communication skills are important as well as the ability to effectively stimulate and encourage idea generation from the client and other team members. An understanding of eMarketing, creative, business, marketing and technical objectives are also important to the role

The selected candidate will be the authority on usability with Appius and keen to lead a team of more junior specialists in this area in the future. The role includes exciting opportunities and provision for continuous learning.

Skills/Knowledge Desirable:

- User Profile / Scenario / Journey development
- Defining Site Structures and Information Architecture
- Wireframing / Page Layout and functionality definition
- Usability Testing – planning and conducting recorded face to face user interviews
- Completing user experience evaluations and competitor reviews
- Presenting user experience deliverables to client
- Facilitating user experience brainstorms and discussions with client
- Interpretation of website analytics and other user-centred data
- Writing functional specification documents to maximise appropriateness of solutions for the user
- Supporting new business pitches and proposal writing
- Data analyst activities for targeted design and emarketing

The ideal candidate will also be able to deliver in the following areas:

- Maintaining and communicating current knowledge regarding usability best practice and debates
- Training internal team members and possibly client team members regarding usability and use of content management systems to promote usable and accessible content
- Contributing to the ongoing development of the Appius User Centred Design process including overlap with eMarketing, Creative, Content and Technology competencies
- Representing the user experience competency in new business pitch presentations
- Leading and facilitating discussion on User Experience topics in blogs, forums, webinars and face to face workshops
- Input to client eMarketing campaigns
- Input to test planning
- Input to email marketing campaigns

Personal Situation: The right candidate will already be based in Bournemouth or the surrounding area, alternatively if they are relocating they **must have strong ties to the area** such as family.

