## Job Description

<table>
<thead>
<tr>
<th>Role Title</th>
<th>User experience (UX) designer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Family &amp; Category</td>
<td>Technical specialists  Technical specialist</td>
</tr>
<tr>
<td>Team</td>
<td>Customer experience team</td>
</tr>
<tr>
<td>Line Manager</td>
<td>Customer experience and quality manager</td>
</tr>
<tr>
<td>New/ Existing Role</td>
<td>New</td>
</tr>
<tr>
<td>Perm/ Fixed Term</td>
<td>Permanent</td>
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### Job Purpose

Contribute to Energy Saving Trust’s mission of addressing the climate change emergency and enable us to become a digitally led organisation where the majority route to our services is through digital channels, by applying user experience (UX) expertise.

Establish and embed UX processes, champion usability, establish measurement methods, design and conduct user research and provide UX expert advice and training to colleagues.

### Key responsibilities

1. Establish organisational UX processes, procedures and tools in line with our objective to be digital-first and support teams to ensure processes are consistently tested and applied, including:
   - Develop strategic plans for UX, overseeing consistency in approach across the business.
   - Interact with senior management and drive progress.
   - Set design standards including for accessibility.
   - Update processes to embed user-centred design from the start.
   - Establish and project manage UX research sessions.
   - Own the UX maturity development roadmap and work with UX champions across various teams.
   - Maintain and develop the centralised digital design system.

2. Champion usability to embed UX practice throughout the organisation to ensure our services are accessible, meet customers’ needs and that high levels of satisfaction are achieved for our digital customer advice channels, including:
   - Raise awareness in teams across the organisation of user-centred design and how it can and should be applied.
Identify skills gaps and how to fill these, designing and delivering training as required in UX best practice.

Develop and oversee a team of UX champions from across the organisation.

Collaborate and communicate effectively with teams across the organisation.

Lead design reviews.

Research about global trends, best practice and new techniques in design and apply and share this knowledge.

Work with teams to promote set up and compliance with the company’s customer experience and quality framework where relevant.

3. Establish any new metrics and tools required to enable us to measure whether the digital elements of our projects are delivering the intended results, including:

- Identify appropriate UX indicators.
- Propose a UX measurement regime to ensure digital elements of projects deliver intended results and issues are quickly identified and acted on.
- Integrate UX measurement into our existing quality and customer experience monitoring frameworks.
- Design monitoring methods.
- Integrate customer feedback mechanisms (including net promoter score) into services and evaluate to share findings and apply lessons learned.

4. User research, including:

- Conduct business research
- Design and conduct user research
- Usability testing
- Document UX research
- Interpret user research and translate this into our digital service design.
### Knowledge, skills and qualifications required

#### Essential:
- Proven user experience leadership skills including ability to promote and embed UX throughout the company and interpret vision to lead on decisions.
- Ability to think strategically.
- Proven ability to lead multidisciplinary teams that deliver, with ability to create a collaborative environment, moderate conflict resolution within teams and give and receive constructive feedback.
- Demonstrable influencing and stakeholder relations skills.
- Strong communication skills with ability to make complex and technical information clear and accessible for non-technical audiences and communicate effectively with stakeholders at all levels.
- Understanding of how the digital economy is changing user behaviour and of advances in technology including methods and tools.
- Proven analytical skills, with ability to gather and analyse information, apply logical thinking and solve complex problems.
- User focus with ability to identify and understand users, engage meaningfully with them, translate user stories and propose design approaches or services to meet these needs.
- Ability to make informed decisions based on user needs, available technology and value for money.
- Ability to apply technical knowledge and experience to create or design workable prototypes.
- Knowledge of agile methodology and able to apply an agile mindset.
- A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation.

#### Desirable:
- Product design skills, including creating wireframes, building user journeys, and creating personas, storyboards and sitemaps that assist navigation.
- Previous experience in service quality monitoring.
- Experience with e-commerce platforms and mobile apps.
- Confidence and experience in developing and delivering training.