



## Role Profile

The Role			
Role Title:	UX Designer/Digital designer	Reporting to (job):	Senior UX designer
Legacy job titles covered by this role profile:	-	Jobs that typically report into this role:	No direct reports
Function / Org Unit	Engagement & Income Generation / Digital Experience	Job Number: <i>(to be assigned by Reward)</i>	ERCD27
Base and travel	Hybrid - Southwater / Home	Band <i>(to be assigned by Reward)</i>	LC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	Nil
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	Responsible for creating and developing the RSPCA's digital visual identity and using that to create a market-leading user experience that takes the RSPCA to the forefront of the charity sector

			<p>Responsible for working with stakeholders across the organisation to understand and capture business objectives in order to create digital design requirements that are actionable and accurate and user focused. Decisions made during this process will be key to ensuring the success of a project.</p> <p>Accurate requirements are vital for an efficient and effective project that delivers on key performance indicators.</p> <p>The jobholder will be responsible for being the voice of the user/customer during the digital design process.</p> <p>The jobholder should understand ongoing user needs/requirements and ensure that their designs/solutions reflect these needs alongside business requirements.</p>
Working Environment	Desk-based VDU User		
Role Purpose	Design of digital products and services with a focus on a user-centred UX/UI design. Must work closely with IT, brand, marketing and data teams, to deliver the design for digital experiences that support all RSPCA activities including rehoming, campaigns, advice and welfare, fundraising, education and brand awareness work. To ensure that digital design supports and communicates the overall brand identity for the business and is consistent with digital creative produced by the in-house design team.		

<b>Principal Accountabilities</b>	<ul style="list-style-type: none"> <li>• Create wireframes for responsive layouts, to effectively communicate proposed user experience, functionality and interaction design.</li> <li>• Work collaboratively with internal clients and colleagues across the RSPCA to generate creative, highly usable digital solutions that are on-brand, current and support the digital strategy.</li> <li>• Turn early design ideas/wireframes into interactive prototypes that can be tested with stakeholders and end-users.</li> <li>• Champion best practice digital design principles, including strong knowledge of typography, visual hierarchy, colour theory and information design</li> <li>• Contribute to the future direction of digital design at the RSPCA, working closely with the in-house design team and sharing specialist user insights on digital interactions/interfaces etc. <ul style="list-style-type: none"> <li>○ Helping to set standards and best practices</li> <li>○ Contributing to new processes and ways of working</li> <li>○ Defining reusable patterns of design in order to drive efficiencies across the design process.</li> </ul> </li> <li>• A drive to stay up to date with design trends/approaches and be at the forefront of UX design innovation.</li> <li>• Maintain promote and develop digital design guidelines, best practices and standards Input into the RSPCA brand guidelines set by the Brand department.</li> <li>• Continue to document common design styles and patterns through the RSPCA digital design system.</li> <li>• Work to ensure solutions are implemented correctly and accessibility guidelines are met throughout the development process.</li> <li>• Undertake any other duties as requested.</li> </ul>
<b>Key Interfaces</b>	<ul style="list-style-type: none"> <li>• Senior UX designer - Reporting to their senior UX designer and coordinating to ensure the UX team delivers a seamless experience, with measurable KPIs.</li> </ul>

	<ul style="list-style-type: none"> <li>• Digital experience manager, digital production manager and digital producers/content editors - working with the team to deliver digital content requests and towards digital transformation</li> <li>• Digital demand manager - to update on the status of digital content requests and raise any blockers</li> <li>• Front end developer - to liaise on the technical capacity for designs and to ensure the quality of implementation</li> <li>• Digital analyst - for reporting and data analysis, using insights to inform future work</li> <li>• Brand team (designers, copywriter) - to ensure the RSPCA brand is maintained throughout designs and to advise on digital best practice</li> <li>• Social media team - to identify cross-channel needs and deliver assets, e.g. infographics for both web and social</li> <li>• The post holder will work very closely with project stakeholders in order to gather requirements and convert them into actionable designs and prototypes.</li> </ul>
<b>The Person</b>	
<b>Personal Attributes and Key Competencies</b>	<ul style="list-style-type: none"> <li>• Customer focussed approach to delivering solutions</li> <li>• Interest and awareness in developing technologies and a passion for working in digital</li> <li>• An agile approach to work duties</li> <li>• Interest and awareness in web accessibility and a passion to learn more</li> <li>• Good communication skills; able to explain ideas to stakeholders of varying digital abilities</li> </ul>
<b>Essential Key Skills, Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrative strong design experience</li> <li>• Proficiency in front-end coding (HTML, CSS, JS)</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to wireframe and design to see concepts through to a finalised asset</li> <li>• Driven by a passion to create delightful digital experiences</li> </ul>
<b>Desirable Key Skills Qualification &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience working in multi-disciplinary teams</li> <li>• Knowledge of organic search optimisation and mark-up best practices</li> <li>• Understanding of web accessibility</li> <li>• Design qualifications</li> </ul>
<b>Personal commitment to:</b>	<ul style="list-style-type: none"> <li>• Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals</li> <li>• Take care of their own health and safety and that of others who may be affected by their acts and omissions.</li> <li>• Uphold the RSPCA's core values.</li> <li>• Cooperate with Society policies and procedures.</li> <li>• Understand and comply with any Society Code of Conduct.</li> </ul>
<b>RSPCA Core Values</b>	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p><b>We are compassionate:</b> we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p>

	<p><b>We are inspirational:</b> we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p><b>We are committed:</b> we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p><b>We are expert:</b> we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p><b>We act with integrity:</b> we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by: Timothy Rackham	Role: Senior UX Designer	Date: 29/03/22
Approved by (operations):	Role:	Date:
Approved by (HR): Luan Moorshead	Role: HR Business Partner	Date: 1/4/22
Date Job last evaluated: April 2022		