



## Role Profile

The Role			
Role Title:	Senior UX Designer	Reporting to (job):	TBC
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	UX Designer
Function / Org Unit	Engagement & Income Generation	Job Number:( <i>to be assigned by Reward</i> )	RIT46
Base and travel	Hybrid - Southwater / Home	Band ( <i>to be assigned by Reward</i> )	UC
Role Dimensions			
Number of direct reports	1	Manager/Individual Contributor:	Manager
Number of dotted line reports	0	Budget (Operating/Capital)	Nil
Total No of Reporting Staff (include all direct and indirect reports)	1	Decision Making Authority & Responsibility for Resources	<p>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> <p>Responsible for working with stakeholders across the organisation to understand and</p>

			<p>capture business objectives in order to create digital design requirements that are actionable and accurate and user focussed. Decisions made during this process will be key to ensuring the success of a project. Accurate requirements are vital for an efficient and effective project that delivers on key performance indicators.</p> <p>The jobholder will have a responsibility to be 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	Office based		
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..		
Principal Accountabilities	<ul style="list-style-type: none"><li>Improving and optimising the RSPCA's digital user experience through 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></ul>		

- Work closely with the RSPCA in-house design team to ensure digital designs support the overall creative direction set for the business by the Creative Manager.
- Produce digital product and service concepts that can be used to pitch ideas to internal stakeholders.
- Contribute to the future direction of digital design at the RSPCA, working closely with the in-house design team and sharing specialist user insights re digital interactions/interfaces etc.
  - Helping to set standards and best practice
  - Contributing to new processes and ways of working
  - Defining reusable patterns of design in order to drive efficiencies across the design process.
- A drive to stay up to date with design trends/approaches and be at the forefront of UX design innovation.
- Maintain promote and develop digital design guidelines, best practices and standards Input into the RSPCA brand guidelines set by the Brand department.
- Manage relationships with external design and development suppliers.
- Undertake any other duties as requested.

#### **Design process tasks**

##### **- Discovery tasks**

- Capture and document business requirements for digital design through stakeholder workshops and meetings – translating business needs into design requirements.
- Understand the creative direction set for the RSPCA brand and develop ways of bringing this to life digitally for users whilst aiming for a consistent design experience across different channels.

	<ul style="list-style-type: none"> <li>● Conduct a variety of research methods in order to capture user needs, pain points or moments of truth. Interpret this research and share with relevant stakeholders. Example research activities: <ul style="list-style-type: none"> <li>○ Quantitative data analysis (Can use Google Analytics to understand onsite user behaviour)</li> <li>○ User research (survey creation, user interviews, etc)</li> <li>○ Use of onsite tools such as heatmap analytics.</li> </ul> </li> <li>● Ability to conduct competitor and wider industry reviews to gain insight and inspiration. Share insights internally and propose actions.</li> <li>● Work with business stakeholders to understand internal/external constraints in order to deliver achievable designs (e.g. IT, Finance, Legal, Fundraising etc.). Collaborate and investigate to understand any gaps in business capabilities in order to keep the RSPCA moving forward digitally.</li> <li>● Ability to combine, business, user and technology requirements into overarching design specifications</li> </ul> <p>- <b>Prototyping</b></p> <ul style="list-style-type: none"> <li>● Create user journey maps and storyboards that set the scene for design.</li> <li>● Create wireframes for responsive layouts, to effectively communicate proposed user experience, functionality and interaction design.</li> <li>● Turn early design ideas/wireframes into interactive prototypes that can be tested with stakeholders and end users.</li> <li>● Facilitate user validation of design ideas, through either moderated or unmoderated user testing. During this testing capture feedback to incorporate into design iterations.</li> </ul> <p>- <b>Visual design</b></p> <ul style="list-style-type: none"> <li>● Bring the RSPCA brand to life through digital design working with the in-house design team to ensure consistency..</li> </ul>
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	<ul style="list-style-type: none"> <li>• Champion best practice digital design principles, including a strong knowledge of typography, visual hierarchy, colour theory and information design.</li> <li>• Design to company wide accessibility standards. Seek the business up the level of industry leading lights on accessibility.</li> <li>• Continue to document common design styles and patterns through the RSPCA digital design system.</li> <li>• Work closely with the Multimedia Team on image (still and moving) requirements for digital design.</li> </ul> <p>- <b>Design delivery and working with development teams</b></p> <ul style="list-style-type: none"> <li>• Brief development teams on the proposed solution.</li> <li>• Work to ensure solutions are implemented correctly and accessibility guidelines are met throughout the development process.</li> </ul>
<b>Key Interfaces</b>	<p>The post holder will work very closely with the BA resource provided on a wide range of projects in order to gather requirements and convert them into actionable designs and prototypes</p> <p>Head of Digital/Head of Brand - Frequent communication and collaboration to ensure that the 'Digital Vision' and roadmap is being delivered and all designs are maintaining and enhancing the RSPCA brand</p> <p>Business stakeholders - Working directly with ADs, HoDs and their teams to convert their campaign and project requirements into viable designs and prototypes</p> <p>Marketing Board - Presenting and reporting to the Marketing Board as and when required to convey the design direction of RSPCA digital</p> <p>Digital Agency - Collaborating and coordinating with our strategic digital agency partner, to ensure seamless and consistent design across all projects</p>

The Person	
<b>Personal Attributes and Key Competencies</b>	<p>Evidence of building and maintaining productive working relationships</p> <p>Client/customer focussed approach to delivering solutions</p> <p>Interest and awareness in developing technologies and a passion for working with the digital.</p> <p>Flexible approach to work duties</p>
<b>Essential Key Skills, Qualifications &amp; Experience</b>	<p>Educated to HND/Degree level standard or equivalent or ability to demonstrate similar intellectual capacity.</p> <p>Agency, freelance or in-house industry experience in designing digital products and services</p> <p>Experience in responsive web design</p> <p>Experience in user/audience research</p> <p>Can show end to end experience from project inception through to launch of product or service</p> <p>Sound working knowledge of GDPR</p> <p>Excellent communication skills</p> <p>Excellent presentation skills</p> <p>Proven track record of producing exceptional user experiences</p> <p>Highly skilled in the fundamental elements of visual design</p> <p>Exceptional eye for detail</p> <p>Brilliant organisation skills</p>
<b>Desirable Key Skills Qualification &amp; Experience</b>	<p>A balanced experience of digital design within the charity/commercial sector</p>

<b>Personal commitment to:</b>	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
<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>

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>			
<b>Profile written by:</b>	James Self	<b>Role:</b> Head of Digital	<b>Date:</b> Jan 2020
<b>Approved by (operations):</b>	Klare Kennett	<b>Role:</b> AD, Engagement	<b>Date:</b> Jan 2020
<b>Approved by (HR):</b>	Luan Moorshead	<b>Role:</b> HRBP	<b>Date:</b> Jan 2020
<b>Date Job last evaluated:</b>	February 2020		