

Digital Experience Specialist

Faculty / Department:	Library and Learning Resources	Grade:	SO1: <i>Salary range</i>
New appointees to Birmingham City University will ordinarily be appointed at the entry point of the appropriate grade			
Responsible to:	Systems, Access & Discovery Manager	Responsible for:	N/A

Job Purpose

This post supports Systems, Access & Discovery Manager in undertaking user experience (UX) and usability research and related activities for the digital library environments, including L&LR website, Library Search, student/public facing websites, to ensure that these environments are user focused and committed to continuous service improvement.

Working collaboratively with multi-disciplinary teams and projects, this post is responsible for planning, conducting and analysing activities designed to ensure that user needs are at the heart of digital service design and delivery.

This post undertakes work to understand the needs of various library user communities, their motivations, behaviours and barriers, and will use the information gathered to provide recommendations.

This post supports the presentation of content of the library websites, as well as the design of the user journey and user interface of digital discovery tools.

This post contributes to cross-library working groups to ensure the compliance to web accessibility standards and legislation.

Main Activities and Responsibilities

1. Plan and execute user research activities across multiple projects to inform the design of new digital services and products and assess how far existing services and products are meeting the needs of users.
2. Identify the needs of various library user communities, their motivations, behaviours and barriers in information discovery through systematic research, e.g. focus groups, observations, journey mapping, data analytics etc.
3. Assess digital services and products with respect to online content organization, usability, accessibility, interconnectivity, search functionality and overall user experience in adherence to the best technical and professional standards.
4. Analyse and synthesise research data into clear and actionable findings, such as personas and user journey maps.
5. Conduct regular cycles of usability and user experience assessment to identify areas for improvement.
6. Work with digital service / product managers, suppliers and IT developers to turn findings into solutions, prioritise tasks, monitor progress and measure the impact.
7. Communicate user insights and design / business recommendations to senior decision makers and other stakeholders.
8. Provide support and guidance to digital service / product managers and web content authors to ensure the quality and integrity of user experience and champion the benefits of user research.
9. Provide analytics and support to digital service / product managers and web content authors to



improve insights into user behaviours.

10. Maintain and develop knowledge of own subject fields. Monitor innovations and trends to contribute towards L&LR service development.

Person Specification

Essential Criteria

Application Form / Support Statement / Interview

1. A good general standard of education, at least GCSE or equivalent. (E)
2. Experience of applying a range of user research approaches applicable to digital environments, and analysis and synthesis techniques of quantitative and qualitative data.
3. Knowledge of web accessibility standards and legislation.
4. Experience of website design and identify requirement specifications.
5. Experience of using web analytics to manage and improve websites.
6. Demonstrated experience in applying customer-focused approach to service delivery.
7. Positive and enthusiastic attitude towards developing new services or implementing changes to existing services.
8. Excellent communication skills with the ability to interpret complex information and convey simple explanations to non-experts.
9. Ability to work on own initiative and in a team environment.
10. Ability to establish and maintain effective working relationships with library staff, University departments and other service stakeholders.
11. Demonstrated ability to work collaboratively in a diverse and inclusive environment and commitment to reflective practice, open communication, and constructive feedback and challenge.

Desirable Criteria

12. Qualification or training in user experience (UX) or usability.	Application Form / Support Statement / Interview
13. Experience of academic library services and technologies, e.g. online catalogues, institutional repositories, resource discovery.	Application Form / Support Statement / Interview
14. Experience of project working, either in a project manager role or as a member of a project team.	Application Form / Support Statement / Interview

- Application Form – assessed against the application form. Normally used to evaluate factual evidence e.g. award of a qualification. Will be assessed as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation and discussion, or teaching session etc.