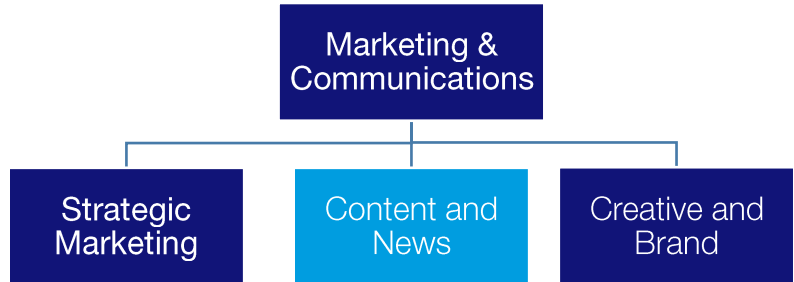
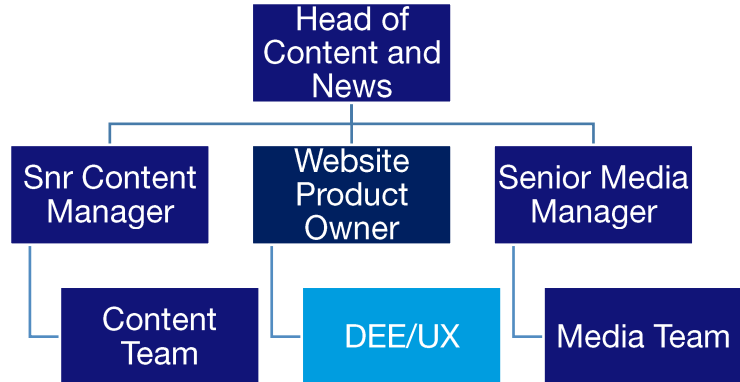


<p>Job Title Junior User Experience Designer</p>	<p>Directorate and team This role sits in the Content and News team in the Engagement and Fundraising Directorate</p>
<p>Key focus of the role This role supports the Website Product Owner in development projects on our website. This includes improving website navigation and the overall user experience for our end users.</p>	<p>Department</p>  <pre> graph TD A[Marketing & Communications] --> B[Strategic Marketing] A --> C[Content and News] A --> D[Creative and Brand] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Support the Website Product Owner in working with our external digital agency to deliver digital developments. Support in developing our innovative Diabetes and Me section of the website. Organise the preparation and logistics to deliver an iterative test (with end users) and learn approach. Create content in collaboration with our content team and inform this work with user experience and SEO insights. 	<p>Job and reporting Line</p>  <pre> graph TD A[Head of Content and News] --> B[Snr Content Manager] A --> C[Website Product Owner] A --> D[Senior Media Manager] B --> E[Content Team] C --> F[DEE/UX] D --> G[Media Team] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours (5 days a week) Pay range: Band: 6 	
<p>Key working relationships internal All teams, directorates and project groups within Diabetes UK</p> <p>Key working relationships external Our digital development agency, SEO agency and occasionally people with diabetes and those affected.</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Improving delivery	Building External Relationships	Managing and Developing Self	Communicating with Others
<ol style="list-style-type: none"> 1. Work with the Website Product Owner so that the content in the 'Diabetes and Me' section of the website is relevant for our audience 2. Identify website navigation and usability improvements to benefit overall user experience 3. Support user research by managing recruitment of participants, helping produce stimuli and report on results. 4. Conduct desk research, gather insights and utilise data from Google Analytics to identify improvements to the website and Diabetes & Me user experience. 	<ol style="list-style-type: none"> 5. Support the Website Product Owner in working with our external digital agency to deliver digital developments. This includes writing briefs, reviewing responses, managing internal stakeholders' requirements and approvals. 6. Ensure the delivery of digital work is on time and within agreed budgets by reviewing and approving smaller pieces of development 	<ol style="list-style-type: none"> 7. Use SEO (on-page and off-page), keyword research and analytics to help maintain our visibility and competitiveness. This includes working closely with our SEO agency and checking they deliver on agreed actions 	<ol style="list-style-type: none"> 8. Plan, write, sub edit and proof content. This includes independently writing and editing online information resources. 9. Regularly edit content using the content management system 10. Support other content producers when they need help, involving our digital agency when necessary 11. Deliver usability and accessibility best practice via content produced. Collaborate with the content producers on creating user-focused content to create digital experiences that meet audience needs.

Skills, knowledge and behaviours – How you need to do it

Improving Delivery	Setting & delivering strategy & Objectives	Managing & Developing Self	Communicating with others
<p>1. Find solutions using creative, innovative and forward-thinking approaches</p> <p>2. Demonstrate digital and user experience knowledge gained in an academic/work environment to include one or more of the following:</p> <ul style="list-style-type: none"> • User experience research (in particular UX testing) • Creation of wireframes (low and high fidelity) • Creation of prototypes • Running monthly design sprints within Wells Lawrence House (London) to support a test and learn approach <p>3. Work with website development agencies to produce digital solutions (ideally using the SCRUM Framework).</p>	<p>4. Have a solution focused and adaptable approach to work.</p> <p>5. Use effective time management and prioritisation to achieve work, working calmly under pressure and with tight deadlines</p>	<p>6. Stay up-to-date with algorithm changes and trends to increase traffic and conversions.</p> <p>7. Monitor and evaluate online activity using Google Analytics and SEM rush.</p>	<p>8. Demonstrate knowledge and experience of working with a content management system (CMS) and share this expertise by training others when required.</p> <p>9. Take onboard feedback and be open to ideas to improve content so it is easier to understand, more engaging and user-friendly</p> <p>10. Advocate user experience best practice and influence staff at all levels to apply this best practice.</p>

Qualifications – Qualifications you need to carry out this role

Relevant User Experience qualification