



## *UX Discovery Executive*

<b>Job title</b>	UX Discovery Executive
<b>Reporting to</b>	UX Discovery Manager

<b>Role family</b>	<b>Management responsibility:</b>	
Digital	Does this role have management responsibility for others? <b>No</b>	Specialist

### **Overall purpose of role**

ICAEW's digital activities aspire to support the organisation's premium position with a vision to offer best in class digital experiences to members, students and the visiting public.

The UX Discovery Executive will support user discovery activities amongst ICAEW's users that gathers insight on user behaviour to inform decision making on both new and existing digital service development including websites, apps, emails and social media. As a crucial part of the User Experience team the role will work closely with colleagues to conceive, conduct and conclude user research and testing sessions across a broad range of users from members to students, and tutors to firms.

### **Main responsibilities of role**

Under the direction of the UX Discovery Manager, make a major contribution to the development of the ICAEW's digital strategy and innovation agenda by:

- Supporting the deliverables expected within the Discovery and Analysis phases of the UCD process, and assistance with ongoing assessments of solutions
- Supporting the implementation of a user testing and insight programme that informs individual projects and identifies opportunities for future strategy and activity
- Maintaining ICAEW's suite of assets including personas, user journey maps, user scenarios and principles
- Conducting user testing sessions, both in-house and remotely
- Working with others to ensure that ICAEW's digital services meet the necessary usability and accessibility standards
- Developing reports and documentation of research for senior management consideration
- Presentation of findings to internal stakeholders
- Specific duties will vary from time to time in line with the business needs of the Digital & Publishing teams

## **ICAEW values – all staff are expected to work to these values**

### The 3 i's – Initiative Insight and Integrity

The 3 i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working being agile, collaborative and innovative.

#### **Initiative**

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

#### **Insight**

- Actively gathering insights to develop innovative and considered thought.
- Collaborating with our networks to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, organisations and government

#### **Integrity**

- Acting with transparency, consistency and openness as Integrity underpins all activity we undertake.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no one is looking.

## **Candidate profile**

- Experience of using user research tools including Optimal Workshop, Hotjar, or similar
- Ideally to have experience of using lab testing tools/software such as eye tracking technology and Morae
- Numerate with a solid academic background
- Educated to degree level, ideally with studies associated to HCI, psychology or data science
- An effective presenter who can simplify complexities for the layman
- A proven ability to facilitate user research and testing sessions
- Ability to demonstrate how research or testing insight has contributed to significant change in service or product development
- Team player