



UX Discovery Manager

Job title	UX Discovery Manager
Reporting to	Head of User Experience

Role family	Management responsibility:
Digital	Does this role have management responsibility for others? Yes 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 Manager has overall responsibility for the collection and analysis of quantitative and qualitative data – from across ICAEW’s digital platforms – to inform design and development decisions that take place throughout the user centred design (UCD) approach. The UX Discovery Manager will lead and inspire a team that works hand-in-hand with colleagues in the Design, Delivery, Project and Product teams, to deliver on a strategy that aims to surpass user expectations by building best-in-class digital services.

Main responsibilities of role

- Under the direction of the Head of User Experience, make a major contribution to the development of the ICAEW’s digital strategy and innovation agenda by:
- Leading a team of quantitative and qualitative data professionals to offer thoughtful and reasoned analysis of user behaviour across our digital channels to effect decision making in the design of digital products and services
 - Taking overall responsibility for the Discovery and Analysis phases of the UCD process, and assistance with ongoing assessments of solutions
 - Key activities will include:
 - Overseeing a programme of data analytics and user insight that informs projects and identifies opportunities for future strategy and activity
 - Implementing appropriate tracking/tagging strategies using tag management platforms
 - Using analytics tools such as Snowflake and languages such as SQL and Python to report on and model user behaviour to aid decision making
 - With the support of the UX Researcher, lead a programme of user testing and research to support or provide greater meaning to quantitative evidence
 - Inspiring, motivating and challenging a multi-disciplined small team of mixed experience

- Presentation of insight back to internal stakeholders. Gaining buy-in to recommendations through the art of storytelling.
 - Creating the necessary documentation that outlines analytical/testing/research findings
 - Working with the Head of User Experience to present insight and shape future activity plans
 - Owner of analytics/research software and tools
 - Ownership of personas, user journeys and other discovery assets
 - Recommending new tools and techniques that will advance the quality of ICAEW's digital data collection and analysis
- Support the Head of User Experience in continuing to change the culture of the organisation towards that of a user-focused one by raising the profile of the UX team and challenging assumptions within the business
 - 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.

Role specific technical skills

Please list any technical (non-behavioural) competencies which apply to the role.

- Experienced in using SQL
- Experience of using Python
- Involvement with Google Tag Manager is essential, whilst Google Data Studio and Google Analytics are highly desirable

- Participated in the undertaking, or oversight of, user research or testing
- Experience of facilitating user research/testing is ideal
- Experience of using user research tools including Optimal Workshop, Hotjar, Morae or similar
- Numerate with a solid academic background
- Knowledgeable of the GDPR and its impact on data analytics
- Educated to at least degree level, ideally with studies associated to HCI, mathematics or data science
- Practice of line management, ideally within a Digital or Analytical team
- An effective presenter who can simplify complexities for the layman
- Stakeholder management and influencing experience, ideally on a global / international scale
- Ability to craft and manage a programme of continuous delivery
- Team player