



JOB DESCRIPTION

Job Title	User Experience Analyst
Location	IWM London
Department	Digital Engagement
Directorate	Collections and Governance
Reports to	User Experience Manager
Salary	Circa £34,000 per annum
Duration	Permanent
Normal Working Hours	36 hours per week net

We are one of the world's leading authorities on conflict and its impact on people's lives – from 1914 through to the present day and beyond. Our collections are filled with personal stories and experiences, inspiring powerful and often conflicting emotions. We aim to share these stories with as many audiences as possible across the world in a way that engages and challenges them, increasing understanding of why we go to war and the effect that conflict has on people's lives. In other words, we expect our stories to change the way people think about war.

We rely on our staff to help us achieve this aspiration. You should be able to demonstrate the skills and competencies set out below, but equally we are looking for people who believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make IWM such an extraordinary place to work.

Purpose of the job

The user experience analyst is a key part of IWM's cross-organisation digital transformational team, which is responsible for driving forward our five-year plan to transform our digital estate and customer experience. Your work will touch all parts of our digital output, from website, to online retail and ticketing, to mobile wayfinding and membership.

The user experience analyst will work on large and small projects to build great user experience, under the leadership of the user experience manager. As well as large-scale digital projects you will work on targeted optimisation projects to improve the performance of our existing estate.

The user experience analyst will balance interpreting business needs, customer insight, digital analytics and business analysis findings with a deep understanding of our target audience demographic, and their needs and behaviours, to plan and design user journeys and interactions on a variety of digital platforms. You will produce outputs including journey and experience maps and wireframes that can be used by our developers and third-party suppliers to deliver great UX.

You will contribute to our internal agile development cycle, managing the development backlog for your projects. You will also need to be skilled at working with outside suppliers as these will often be responsible for delivering parts of our digital estate.

Key duties

You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent and potential to the best of your ability.

You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.

You will be an experienced specialist in your area and take on broad responsibilities, working across departments effectively, working with individuals, partners and where appropriate volunteers.

You should be able to lead, manage and motivate your staff, partners and, where relevant, volunteers in order to get the best out of them

To identify and implement learning and development needs for both yourself and your team including volunteers, if appropriate.

You will be expected to comply with corporate standards, and use corporate systems, processes and procedures– and undertake any necessary training as directed.

In addition, your duties will include:

1. Analysing and interpreting qualitative and quantitative data, business objectives, business process analysis, user research and customer insight to inform UX design
2. Understanding our target demographic and online user behaviours.
3. Mapping journeys and user flows, producing wireframes and prototypes
4. Using tools like clickable prototypes, written specs and personas to communicate solutions
5. Communicating your work to stakeholders and managing stakeholder expectations
6. Working with our digital insight specialist to define performance indicators to measure the impact of UX developments
7. Working with our web developer or external development teams to ensure the technical implementation of product development satisfies the UX and business requirements, and testing the build before launch.
8. Working with external suppliers to ensure they deliver high quality visual and UI designs which meet the requirements and standards of our UX
9. Managing the development backlog for your projects, including creating features and supporting the prioritisation of the backlog, as well as tracking development and taking part in stand ups and development meetings.
10. Understanding the wider business context of IWM, and conducting analyses of industry leaders and competitors to drive product changes
11. Conducting user research (using different methodologies and techniques) to drive product development

Person Specification

	Essential criteria	Assessment
1	At least three years' experience working in user experience design for digital products	Application form
2	Familiarity with responsive UX design, information architecture and user journey mapping.	Application form & interview
3	Experience using a range of tools to create and communicate user experience design including user journey maps, wireframes and prototypes	Application form & interview
4	Excellent presentation and communication skills	Application form & interview
5	Strong IT skills including use of Content Management Systems, databases and Microsoft Office including MS Project	Application form & interview
6	An understanding of current web standards for accessibility and functionality	Application form & interview
7	Practical experience of agile project delivery	Application form & interview
8	Managing stakeholders with conflicting priorities at different levels across an organisation	Application form & interview
9	An understanding of current and emergent web technologies	Application form & interview
10	Skills and experience of producing and using detailed project documentation, including Gantt charts, workflows, budgets and schedules.	Application form & interview
11	Experience of using evaluation metrics and analytics tools such as Google Analytics	Application form & interview
12	Demonstrable interest in the museum's subject matter	Application form & interview
	Desirable criteria	
13	Experience of working in a cultural institution	Application form
14	Familiarity with analysis and testing tools and techniques such as heat maps and A/B and MV tests.	
15	Familiarity with relationship between design and SEO	
	Key competencies	
16	Proactive change	
	Takes an active role in encouraging and implementing new ideas. Demonstrates a creative and flexible approach. Uses delegation and coaching to help other develop new skills.	Application form & interview
17	Meeting Customer Needs	
	applies excellent two way communication skills to fully understand customer needs	Application form & interview
18	Encourages collaboration	
	Develops positive and productive relationships with colleagues at IWM and other organisations. Using collaboration to deliver effective solutions.	Application form & interview

19	Planning and results drive	
	Identifies priorities and consistently achieves key targets. Tackles tasks in a systematic, efficient and logical manner.	Application form & interview
	Time-management and ability to juggle multiple tasks and priorities and to work calmly under pressure.	Application form & interview
20	Leadership/Management	
	Uses positive communication, openness and integrity to motivate staff. Provides clear direction for the team. Gains the trust of others through fairness, consistency and acting a role model.	Application form & interview

Additional Information

Benefits

The benefits listed below are discretionary and we reserve the right, with due notice, to vary or withdraw them at any time. All such benefits apply during the course of your employment in this post only.

- Our generous full-time equivalent annual leave allowance is 25 days per annum plus public holidays rising to 30 days after 5 years
- Access to our Pension Scheme arrangements including employer contributions.
- 20% discount in all IWM's on-site shops.
- A 25% discount in IWM's cafes.
- Free entry to all IWM Airshows at IWM Duxford.
- Free entry to a large number of other museums & galleries and their exhibitions which we have reciprocal arrangements with.
- Enhanced maternity and paternity benefits dependent on length of service.
- Access to Child care vouchers
- Access to our in-house training programmes and development
- Access to an interest free season ticket loan scheme after three months service.
- Access to a Ride 2 Work Scheme
- Access to our Employee Assistance Programme, and Career Development Advice.
- IWM staff also have access to The Charity for Civil Servants services and support.
- Eligibility to join the Civil Service Sports Club, securing additional discounts and benefits.
- Access to social events run by groups with IWM.

Selection

The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application form gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short listing criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed on your application form. Applications by CV only will not be accepted.

To Apply

Apply online via our website www.iwm.org.uk/corporate/jobs

Please note we do not accept only CV's, you will be required to fill in an online application form.

If you have any queries please contact us at recruit@iwm.org.uk

The closing date for receipt of applications is 9 am, Monday 21 January 2019.

Interviews will be held on Wednesday 30 and/or Thursday 31 January 2019. Please note that the interview date(s) has been specifically chosen according to the availability of the panel. You are advised to keep this date free if you are interested in this vacancy. We are unable to reschedule interviews.

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

IWM is committed to a policy of Equal Opportunities.