



UX Researcher

Location: Manchester

Reports To: Head of UX/Design

Role Purpose

Driving best practice UX is a high priority at Kaplan. This role is working closely within the Design team to translate customer research and insights into effective solutions for the business. The main focus is conducting customer research and analysing the results, in order to make business recommendations and inform the design of Kaplan UK's digital presence, for both accuracy and conversion optimisation. This role will be high impact role in a fast-growing area for someone who is passionate about UX and confident to promote a customer centric approach to driving business objectives.

Responsibilities

- Gathering digital business requirements from Kaplan UK teams and customer insights
- Strong analytical and critical thinking skills - you must be able to translate business and user needs into research plans and objectives.
- Undertaking and analysing audience research through multiple mediums
- Extensive experience of conducting user research and the research process, including: requirement gathering; flow charting; card sorting; tree testing; interviewing; moderating focus groups and usability test sessions
- Confidence to analyse the results and compile actionable recommendations for design
- Writing and presenting briefs on the requirements of designs to the UX team, including communication with visual designers / developers / copywriters
- Responsible for the planning, running and analysis of usability test sessions across all websites
- Working with user testing software and techniques – writing scripts, analysing results, running usability test sessions and presenting recommendations
- Able to use Google Analytics Data to track and influence design/research, presenting to key insights to business stakeholders and design/development teams
- Lead workshops, presentations and walkthrough sessions as required to explore business requirements, promote shared understanding, stakeholder buy in and acceptance of work
- Promoting a culture of continuous online improvement by being the business point of contact for online data analysis and best practice user experience
- Documenting online journeys and supporting core marketing with plotting campaigns
- Experience in information architecture, content strategy, site mapping and linking structure to support web/UX designer to establish an improved UX experience
- Comfortable working in agile teams and environments



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- To establish and develop key relationships to ensure delivery of objectives throughout the business, with particular focus on Digital, UX, Design, Product and IT teams.
- Work closely with Head of Design/UX and Head of Digital to identify key UX challenges and opportunities, using experience to recommend research approach to each situation
- Weekly interaction working direct with Business Analyst defining development user stories, ensuring they understand our users and that any developments stay user focussed
- Helping to identify and implement process improvements with internal teams
- Interface with other departments to effectively meet customer and business needs.
- Work closely with the digital and core marketing team to ensure a seamless customer journey is achieved throughout communications & the campaigns are fully integrated across all channels

Person Specification & Competencies

Job Title: UX Researcher
Level: Specialist

Technical Experience & Capabilities:

- Educated to degree/professional level.
- Excellent written and verbal communication skills.
- Commercial digital marketer with proven record of driving ROI
- Extensive on site content creation experience (wireframing, usability, functional design)
- Experience with A/B testing and Google Analytics or similar analytics package
- Working knowledge of the capabilities of web languages is a benefit (HTML, CSS, Javascript)
- People management experience
- Strong presentation skills
- Creative thinker
- Results driven

Competencies:

A. Communication

- Articulates a clear and compelling message
- Uses business communication skills and etiquette
- Influences, persuades and negotiates effectively
- Communicates assertively and with confidence
- Facilitates effective meetings

B. Problem Solving and Execution

- Plans and executes projects effectively
- Establishes standards and measurements
- Sets priorities
- Manages risks



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- Holds self accountable for problems in own area of control

C. Customer Focus

- Assumes responsibility for solving customer problems
- Builds customer confidence
- Is committed to increasing customer satisfaction
- Is responsive to internal customers
- Solicits ideas and opinions from customers

D. Results Focus

- Accepts accountability
- Overcomes obstacles
- Prioritises tasks
- Sets challenging goals
- Targets and achieves results

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