



UX Researcher

Location: Manchester (including part working from home)
Grade: K5L
Reports to: Lead UX Researcher
Direct reports: NA
Key stakeholders: Marketing Director, Head of UX & Design, Senior eCommerce & Performance Manager, Kaplan Commercial Directors/Managers

Who we are & what we stand for

We are a leading provider of apprenticeships, of accountancy / tax / finance & banking courses, and of professional assessments. At Kaplan, we're all working together to make this organisation diverse, innovative and efficient. And to become highly respected for supporting learners to build or assess their professional competence through apprenticeships and qualifications.

We are part of the Kaplan group, one of the world's largest and most diverse education and assessment providers. We operate in over 30 countries and maintain relationships and partnerships with more than 1,000 school districts, colleges and universities, professional bodies and over 10,000 businesses. Our vast breadth and scope in terms of both capabilities and assets sets us apart.

We work hard to make this a great place to work where everyone can succeed. Sex, race, disability, age, sexual orientation, gender identity, religion or other belief, marital status, pregnancy or parenthood - none of these should be a barrier to anybody's success at Kaplan. If you require any adjustments, or additional support within the recruitment process, please contact us directly and we'll do our best to help.

To view our candidate privacy notice [click here](#).

How you'll help us succeed

With a passion for user centric design and a drive to create actionable insights, your role is to help deliver the best possible experience for the users of our websites, making them as straightforward to use as possible; removing barriers and enabling conversion

across our B2B and B2C customer journeys.

Working closely with the design & digital delivery teams, you'll ensure that online customer insight, research and data analytics is translated into effective improvements across digital solutions and journeys.

Understanding user conversion behaviours (CRO)

- A key aspect of the user role is supporting CRO through behavioural and studies. You will be implementing behavioural studies on the ecommerce websites owned and managed by Kaplan, in order to affect KPIs.
- Working closely with the Lead UX Researcher and the Web Analysts to define and identify and prioritise our best opportunities to improve conversion rates on our sites
- Studies will be aligned to the deliverables within the CRO roadmap.
- Use Data Analytics and reports available to identify and monitor performance improvement areas and tests being run, with the support of the Web Analysts
- Review and adapt workload based on priorities i.e performance in purchase funnels, drop off rates, mapping out key journeys, A/B testing etc.
- Contribute towards the A/B testing to define and set up multivariate and testing requirements, analyse results working with UX, Insights and Marketing teams. Note: not all A/B tests will be about Conversion Rate
- Feedback to the company the insights gained from testing to implement the outcomes as part of continuous improvement.
- Helping our teams to make the right decisions, as each of our hypotheses will be confirmed by data.

Deliver UX research and process

- As a team we champion UX processes, engaging our key stakeholders with a culture of continuous improvement
- Communicate research insights, opportunities and usability testing outcomes with recommendations for improvements to stakeholders and the wider business teams
- Lead projects, combining our qualitative and quantitative data so teams clearly understand Kaplan's users and their needs to enable them to complete their goals in a more straightforward and efficient way
- Drive workshops, presentations and research sessions to explore user needs, business requirements and promote shared understanding and actionable insights



- Work with Lead UX Researcher to prioritise your work and resources, showcase research projects and take on feedback from a variety of stakeholders (including your own team)

Research Best Practice

- Use research to define initial project direction and focus in the discovery phase. Validate designs and decisions through user testing and insights
- Ensure we champion user needs and understand our user's feelings and aspirations, so every change we make should add value and benefit our users.
- Conducting user research, including: requirement gathering; planning; card sorting; tree testing; interviewing; moderating focus groups and usability tests
- Work with Kaplan teams to gather business requirements and customer insights for projects and key research areas
- Work with counterparts across Kaplan to become a source of understanding of audiences' needs and their behaviours, promoting the value of user research.
- Grow the UX team culture sharing UX processes, industry best practice and shares useful articles/case studies

Building Relationships

- You will be the key contact for the projects you own and deliver
- Work closely with Insights, Digital Delivery & Designers to ensure the user needs are met and we are able to explore user centric ideas and designs with clear insights
- Collaborate with product owners, designers, developers, content editors, data analysts, insights team and other researchers to prioritise and add value
- Communicate clearly all estimated project time, project possible risks and updates to all key stakeholders
- Clear and efficient communication to other teams and senior stakeholders with ideas, research, user journeys and solutions driven by insights and research

You'll also carry out other duties, within the broad scope and spirit of your role, as requested by your manager. Our business continuously evolves, so your role will too.

What you might be doing now

Your current role, or recent roles, may be:



- UX Researcher
- UX or Digital Designers
- Marketing, Social or Academic Researcher

What you'll bring

With a commercial outlook, you'll have strong analytical and critical thinking skills - key to be able to translate business and user needs into plans and objectives. You will need to build business relationships and collaborate with various teams across the business

- Educated to degree/professional level
- Excellent written and verbal communication skills.
- User centric attitude connected to business goals
- Proven track record of high quality user centric led projects
- High standard of research knowledge and skills
- Firm knowledge of web standards, browser and device compatibility
- Commercial awareness with proven record of driving ROI
- Experience in areas such as planning, wire-framing, usability and accessibility
- Experience with A/B testing and Google Analytics or similar analytics package
- Collaborate well with people across the business and ability to manage projects
- Strong presentation skills
- Creative thinker and problem solver
- Results driven passion

What you can expect

A competitive salary & clear pay structures, progression paths, and a comprehensive benefits package. You'll be joining a great place, driven by a shared purpose, where everyone can succeed and build a brighter future together.

How you can build your career at Kaplan

From this role, your potential paths for career progression at Kaplan include:

- Lead UX Researcher (K5U)



- Head of UX & Design (K6W)