Girlguiding Job profile

Basic job details	Job Level:
Job Title: Experience Design Manager	Reports to: Head of Digital Accountable to: Programme Director
Department: Digital	Directorate: Strategy, Technology, and Transformation

Overall purpose of job
To design and deliver digital services and experiences for all Girlguiding users and stakeholders, leading on the design of customer journeys (experience maps) and development of the overall user experience design framework that defines and solves customer problems, as the central driver of change for member experience. This role plays a crucial role in delivering programmatic change to ensure solutions are designed to solve the most valuable customer problems holding the programme to account to end users and customers.

Main areas of responsibility
1. To lead on Experience Design working with all members of the programme team accountable to the Programme Director . 2. To lead on developing the User Centred Transformation capability across Girlguiding, by leading and coordinating the identification, support and involvement of users and stakeholders 3. To co-create the user involvement frameworks with users, and establish the required ways of working to ensure full user involvement and coproduction of digital futures solutions 4. To ensure the authentic views and opinions of internal and external stakeholders and users are understood, listened to and inform all workstreams of Digital Futures, acting as the 'voice of the customer' 5. To define and ensure consistent and inclusive representation of end users across the Digital Futures workstreams working closely with the EDI lead 6. To work closely with change and comms leads to ensure clear and consistent communication with users and stakeholders at all levels

7. Lead and commission research into user audience experience, problems and needs to ensure all decisions are based on evidence working closely with other teams to gather insight as appropriate.
8. Lead on analysing user research to develop new hypotheses to improve experience, and evaluating and evidencing the impact and benefits of changes.
9. Lead on managing the relationships with digital partner organisations to ensure they are working in line with Girlguiding valuesand delivering solutions to improve the user experience.
10. Lead the Digital Futures Experience Team within the matrix management structure ensuring focus and productivity and management of issues as they arise
11. Manage the experience design budget within the Digital Futures programme ensuring suppliers are effectively engaged to meet the needs of the programme

Additional information
The role may be required to undertake any other duties that may reasonably be required to fulfil the duties of this post. Evening/weekend working is required, this will be a minimum of once a month over 12 months, for which time off in lieu will be given.

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Person Specification

Criteria	Assessment A, I, T	Essential or Desirable
Skills		
Proven ability to work effectively across an organisation in a matrix style with strong business partnering skills.	I	Essential
Strong communication and influencing skills to work across a wide range of stakeholders to ensure deep understanding of user needs	A/I	Essential
Ability to assess and synthesise large volumes of user research data to create as-is and to-be user journeys (experience maps) with specific focus on user problem analysis and solutions	A/I	Desirable
A user experience or service design qualification or equivalent experience?	A/I	Desirable
Experience of		
Significant experience of leading user experience design projects including research, to-be mapping and service design	A/I	Essential
Representing users and their needs within a transformation programme to ensure programme outputs solve user problems and deliver the desired benefits	A/I	Essential
Acting as an internal agent of change, growing a culture for user centricity and experience design excellence.	I	Desirable
Leading on developing and championing the adoption of user centred design capabilities in organisations	A/I	Desirable
Managing budgets up to £250k	A	Desirable
Experience of volunteer-led, membership and not-for-profit organisations	A/I	Desirable
Knowledge		
A strong understanding of user-centred design methodologies and techniques including user involvement and research, experience mapping, customer journeys,	A/I	Essential

Girlguiding Job profile

UX/UI, service design, content design and accessibility.		
A good working understanding of the product management lifecycle	A/I	Essential
A good understanding of organisation change and benefits management	A/I	Desirable
Analytics, digital metrics and other relevant evaluation/benchmarking for user experience analysis.	A/I	Desirable
A practical understanding of diversity and inclusion at work.	A/I	Desirable

A = Application Form   I = Interview   T = Test