# Role Description – UX Manager

| Role title | UX Manager | Grade | 3 | Department | Communications and External Affairs |
|---|---|---|---|---|---|
| Reports to | Website Product Owner | | | Direct reports | 2 |

| Key relationships / interfaces | **Internal**: | Technology, Service Innovation, Communications and External Affairs, Education & Lifelong Learning, Portfolio, Membership |
|---|---|---|
| | **External**: | APM website developers and external service suppliers |

| Role purpose | To champion and deliver user experience best practice throughout the organisation and across our online platforms. |
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| | To ensure all existing and new digital content is aligned with APM's content strategy and brand guidelines. |
| | To play a key role in projects and activities where a significant amount of digital content is required. |
| | To ensure all content intended for digital publication is created with a defined audience and purpose in mind. |
| | To continually optimise the user experience through page layout and information architecture. Following best practice. |

| Breadth of responsibility | Responsible for the website information architecture and user experience optimisation. |
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| | Responsible for understanding user expectations at digital touchpoints throughout APM customer journeys and ensuring the APM user experience meets or exceeds these. |

| Dimensions and limits of authority | Scope of digital content includes text, layout and design system for the APM website and other third-party online platforms used by APM. |
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| APM Values | The role holder will be expected to operate in line with our company values of: |
|---|---|
| | ▪ **Progressive** - We try to find the most creative way to get things done and we embrace technology, innovate and have a global outlook.<br>▪ **Warm** - We treat everyone with empathy and respect – however challenging the circumstances. We're also flexible, friendly and collaborative.<br>▪ **Thoughtful** - We constantly evolve, share our perspective, and own our voice. We support the skills that go beyond project management process alone and are fundamental to success.<br>▪ **Excellent** - We set the benchmark with chartered status and constantly challenge ourselves to improve by investing in our quality of thought, delivery, dialogue and services. |

| Key responsibilities / accountabilities | Key performance measures |
|---|---|
| **Content performance and schedule**<br><br>▪ Implementation of content strategy<br><br>▪ Manage a team of content producers to continually identify opportunities for website content improvement and liaise with relevant departments to initiate content creation or enhancement projects.<br><br>▪ Oversee the coordinaton of APM's content schedule across the website | ▪ Regular content audits are carried out to remove/review/create content in line with the strategy<br><br>▪ Page visits/bounce rate/time on page/goal conversion<br><br>▪ Senior content producer ensure content is briefed, planned and delivered to schedule. |
| **Projects**<br><br>▪ Main point of contact to the business for projects that require significant UX experience | ▪ Content is produced in line with the project requirements<br><br>▪ Best practise UX implementation |
| **User experience**<br><br>▪ Manage a programme of research to understand user needs and incorporate feedback into content development<br><br>▪ Analyse findings from research and build implementation plan based on change | ▪ Completion of research prior to new user journey design, and programme of research to support continuous improvement of existing journeys<br><br>▪ Ensure business objectives are met ie. conversion increase |
| **Team management**<br><br>▪ Manage a content team of two | ▪ Ensure business objectives and key team responsibilities are met. |

## Person Specification – UX Manager

| Attribute | Description | Essential / desirable |
|---|---|---|
| **Qualifications** | ▪ Educated to degree level | ▪ Desirable |
| **Experience** | ▪ Experience in using and interpreting analytical tools<br>▪ Experience of working on IT and digital projects<br>▪ Experience of coordinating and producing digital content.<br>▪ Experience of managing content projects<br>▪ Experience of digital content taxonomies<br>▪ Experience of website content management systems (WYSIWYG)<br>▪ Experience of optimising user experience, following best practice<br>▪ Experience of managing teams | ▪ Essential<br>▪ Essential<br>▪ Essential<br>▪ Essential<br>▪ Desirable<br>▪ Essential<br>▪ Essential<br>▪ Desirable |
| **Knowledge** | ▪ Working knowledge of digital marketing principles and techniques<br>▪ Search engine optimisation<br>▪ Digital content creation<br>▪ Knowledge of website design best practice<br>▪ Appreciation of the work of a professional body | ▪ Essential<br>▪ Essential<br>▪ Essential<br>▪ Essential<br>▪ Desirable |
| **Skills** | ▪ Excellent communication and interpersonal skills – written and verbal<br>▪ Well-developed teamwork skills<br>▪ Excellent organisational skills.<br>▪ Effective digital design skills e.g. Illustrator; Photoshop<br>▪ Effective PC skills including Word, Excel, PowerPoint | ▪ All Essential |
| **Behaviour / competency** | ▪ Analytical thinking<br>▪ Communication skills<br>▪ Decisiveness<br>▪ Initiative and proactivity<br>▪ Relationship building<br>▪ Results orientation<br>▪ Technical and professional expertise | ▪ All Essential |