JOB DESCRIPTION

Job Title	Junior UX Designer	Date of JD	May 2022
Department	DDT		
Reporting to	UX Designer		
Principally relates to	Digital role with strong focus on UX; particularly in relation to user engagement, insight, data, and analytics.		
Scope and Objectives			

Drinkaware is a leading charity working to reduce harm from alcohol by helping people to make better choices about their drinking. We do this by providing impartial, evidence-based information, advice, and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver relevant, personalised support through our tools and interventions.

The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.

The Junior UX Designer role sits within our digital team which maintains and constantly seeks to improve our digital suite of products by delivering evidence-led and user-centred design to enhance the user experience as well as creating better engagement with our audiences, stakeholders, and partners.

The role works closely with our Research and MarComms colleagues who support the delivery of the latest research and medically verified content in the field.

Your role will be to help with data and user insights gathering and analysis, user journey monitoring and optimisation, pain point solving and promoting opportunities across our suite of digital products and engagement channels to deliver an evidence-led and user-centred online experience that has a positive impact on our Drinkaware audiences.

We are currently looking for a talented Junior UX Designer to join our vibrant, diverse team and play a key role in improving our digital products and delivering an excellent online experience. In this role, you will have plenty of opportunities to input your knowledge, ideas, and discover new skills while helping people make better decisions about their drinking.

You will be collaborative with internal and external stakeholders and partners, able to take the lead on tasks and deliver high quality, evidence-based and user-centred design solutions.

Specific responsibilities

- Use data and insights to optimise and/or create new user journeys across our digital products and channels ensuring that they directly contribute to, and support the measurement of, better user engagement.
- Produce wireframes, prototypes, user flows and any additional work supporting the progression of a project.
- Conduct user research and usability testing and user interviews with the support of the UX Designer and Digital Researcher.

- Work with the Evidence and Impact team to evaluate the success of our digital products and channels in delivering change by helping users to be more aware of their drinking, to consider cutting back, and to maximise their chances of long-lasting change.
- Working with the Evidence and Impact team, ensure our user research accurately reflects the Drinkaware core audience; maintain and keep the persona profiles up to date
- Distil insights from quantitative data and internal sources down to actionable UX improvements, as well as updating and maintaining the User insights library.
- Assist the digital team in developing our framework for optimising, validating, and measuring user journeys across our digital products, using data and user insight to drive conversion to agreed touchpoints, for example app downloads, tool completions, report downloads.
- Assist the Digital Marketing Manager in developing our user insight, marketing, and reporting framework; maintain and develop reporting dashboards for all products and channels, producing custom and ad hoc reports, regular monthly insight reports.
- Work with the digital team and cross-functional teams to ensure that all pages have appropriate, relevant content presented in line with Drinkaware brand guidelines and a clear CTA.
- Support the Product Owners (web, shop, and app), UX Designer and Digital Researcher in organising and facilitating user research and testing.
- Support the Digital Marketing and Engagement Managers with clear actionable user insight to inform campaign activity.
- Support the Product Owners to maintain active sprint backlogs.
- Support the Web Product Owner in maintaining the CMS.
- Support content creation and planning with an insight-driven, evidence-based approach to increase the quality and quantity of user engagement on social media platforms and other channels.
- Optimise social content using A/B testing.
- Contribute to all phases of an iterative test and learn cycle, from quantitative research and analysis, through wireframing and testing, to implementation.
- To support the Director of DDT to implement digital best practices in Drinkaware.

PERSON SPECIFICATION

Education/Training

- **Education/training** 2 years' professional experience in a related field
- Good track record of successful CPD

Essential Criteria / Key Skills

- Excellent analytical skills: intermediate use of Google Analytics is essential for this role.
- Good understanding of HTML, CSS, and JavaScript.
- Good working knowledge of website usability and development principles and the technical challenges it poses to design.
- Proficiency in wireframing and developing concept sketches.
- Thorough understanding of A/B testing principles.

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

- Experience in working with information-led, consumer websites; previous CMS experience essential.
- Ability to work to highest standards of information production and governance.
- Solid understanding of digital content and product development methodologies and best practice.
- Experience working with technical development teams to build and maintain digital products.
- Fluent in using data to draw complex insight from the performance of digital products and channels.
- Excellent organisational and planning skills.
- Excellent project management skills.
- Laser-like attention to detail.
- Excellent communication skills, both written and oral.
- Strong team player but able to work independently on own initiative.
- Proficiency in leading design software, for example, Adobe Creative Cloud, InVision, Sketch, Balsamiq, Figma.
- Proficiency in the MS Office suite of products, notably Word, Excel, PowerPoint, and Outlook.

Commitment to the Drinkaware values and our mission to reduce alcohol-related harm.

Desirable Criteria

- Working knowledge of Google DataStudio, Power BI, Hotjar.
- Basic knowledge of SEO and site (product) performance.
- An excellent understanding of the advertising ecosystem.
- Understanding/experience of conversion rate optimisation.
- Experience of mobile/responsive design is highly desirable.
- Experience of using Site Improve or similar products

Special features of the role

Some out of hours working, evenings and weekends (on an exceptional basis only).

The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.

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