

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	GM, Customer Experience
POSITION TITLE:	UX Manager	DIRECT REPORTS:	UX Designer x 2, UI Designer x 2, UX Researcher, Visual Designer
DEPARTMENT:	Customer Experience (CX)	LOCATION:	Melbourne, AU

POSITION PURPOSE:

Our customers' experience is of the utmost importance to us. As UX Manager, you'll be responsible for leading user experience at Intrepid Group to deliver business outcomes through improving the experience that customers have with our products.

The UX Manager will be both a leader and doer, and have a strong bias towards action. Your key responsibility will be to develop a UX strategy and cultivate a strong user experience culture across the company, providing insight and best practice to both direct reports and the whole organisation. Working with stakeholders you will define and communicate the vision to deliver the best digital customer experience. The role will include leading the development of UX strategy, development of UX team, establish best practice research, collaborating with the brand team to transform our approach to Design, customer journey mapping – managing the design tasks of innovative projects from conception through to delivery. The role will lead the digital transformation from UX perspective, in both execution and leadership.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in user experience or equivalent industry experience
- 5+ years in a UX role. 1-2 years in a UX management role.
- Proven experience developing a UX strategy and leading team to deliver on commercial objectives
- Strong knowledge of user-centred, usability and interaction design principles
- Experience integrating user research into design practices
- Expert skills in Sketch, InVision or similar visual design and wire-framing tools
- Strong understanding of web and mobile languages, and HTML, CSS and Javascript
- Experience working on responsive, adaptive and inclusive devices from desktop to multi touch and up to date knowledge of accessibility and designing for compliance
- Ability to solve problems creatively and effectively and present/sell your designs to various stakeholders.
- Experience working in a lean Agile/Scrum development environment and JIRA, and with multidisciplinary teams

OTHER SKILLS AND ATTRIBUTES

- Understanding and alignment with the company's core values
- Google Analytics and A/B testing experience
- Strong communication and management skills
- Able to take a collaborative approach in engaging with different parts of the business
- Flexible approach required
- Strong attention to detail, ability to multi-task and prioritize a diverse set of tasks

Operational Accountabilities of Role	Benchmark Measure
<p>USER EXPERIENCE STRATEGY</p> <ul style="list-style-type: none"> Responsible for strategic user experience across all our products (websites) Thought leader and expert in competitors' services and the needs, desires and behaviours of our customers Work closely with Product Owners & Business Analysts in leading the creation and execution of our product strategies & roadmaps Champion a seamless end to end customer experience, regardless of the platform/channel/stage of the customer journey 	<ul style="list-style-type: none"> Intrepid Group company goals Customer Experience KPI's Governing the work of the UX team to maximize efficiency and coherence across the services Conduct regular competitor research Work with Product Owner & Business Analysts to create a product roadmap for all brands Create and drive the visual language across multiple digital experiences and work closely with brand and design teams to ensure we maintain consistency across and between brands Create an experience plan for how Intrepid Group will interact with customers across touchpoints and communicate to the organisation
<p>MANAGE USER EXPERIENCE</p> <ul style="list-style-type: none"> Provide design and digital leadership to the user experience team and the wider business Champion user-centred design across the whole organisation and cultivate a strong user experience culture at Intrepid Group Inspire and mentor the UX team to hone their craft Provide leadership and support for the UX team 	<ul style="list-style-type: none"> Develop clear training and develop plan for UX team members Conduct regular one on one with UX team members Maintaining and growing the user experience tools and resources used by the team As the manager of the UX team, take a leading role in customer journey related projects and decisions about organizational structure, resourcing, recruitment and budget
<p>TRANSLATE CUSTOMER PROBLEMS INTO USER EXPERIENCE</p> <ul style="list-style-type: none"> Bring strong product (UX, UI, CX) design skills, creative vision and business acumen to frame problems for the UX team and translate ambiguous concepts into exceptional designs Incorporates business needs and strategy into UX considerations 	<ul style="list-style-type: none"> CES, CSAT & NPS measures Customer journey and end-to-end user flows
<p>GROW USER EXPERIENCE MATURITY</p> <ul style="list-style-type: none"> Be accountable for the continued maturity of user experience at Intrepid Group, evolving and ensuring adherence to global design patterns. 	<ul style="list-style-type: none"> Coach the business on design thinking and train team members on research methods such as customer interviews, design workshops, ideation, usability testing etc. Organise external UX guest speaker to present to the business every quarter

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USER EXPERIENCE RESEARCH <ul style="list-style-type: none"> Be accountable for user research and deliver a schedule of research for use by UX, developer and business analyst teams 	<ul style="list-style-type: none"> Regular schedule of UX research Understand, apply and measure key UX success metrics Gain extensive awareness of the product's strengths and limitations relative to market/consumer trends, competitive threats & market opportunities.
COLLABORATION & RELATIONSHIPS <ul style="list-style-type: none"> Collaborate with Design, Brand and Creative Content team members to ensure consistency, integrated brand perception and user experience Manage and collaborate with a complex set of stakeholders across the organisation in an effort to align their visions and also to ensure that their consolidated product vision is in line with the core business values. 	<ul style="list-style-type: none"> Work closely with Design Manager, Brand Manager & Creative Content Manager to pursue innovative ways to strengthen bridges & create consistency between print collateral, campaigns, brochures & online products
EFFICIENCY AND ORGANISATIONAL KNOWLEDGE <ul style="list-style-type: none"> Be accountable for design system evolution and re-use within workflows 	<ul style="list-style-type: none"> Lead and establish process for developing online style guide or Design System with Design Team
AGILE RESPONSIBILITIES <ul style="list-style-type: none"> Participate in Scrum stand ups, sprint refinement and sprint planning meetings and conduct user acceptance testing Manage and coaching UX team within sprints 	<ul style="list-style-type: none"> Lead the formation of discovery scrum teams (including POs, Bas, UX and Developers) to shape rapid prototype, test and iterate experiences for customers prior to delivery