



JOB DESCRIPTION

Title: UX Research Associate

Reports to: Research and Inclusion Manager

Main Purpose of the Job

Working to given priorities and timelines, to plan and run user research activities to reveal user motivations and behaviours

To provide analysis and insight with regular reporting against defined and agreed objectives and to agreed timelines

To communicate evidence-based recommendations to stakeholders which give voice to customer needs and reflect user centred design

To manage own learning and contribute to a culture of data driven continuous improvement

Main Responsibilities

Working to the priorities set by the Research and Inclusion Manager:

Learning Curve

- Undertake and complete a learning cycle to become fully proficient in the range of methodologies, tools and in house systems relevant to the role
- Develop a good understanding of the current portfolio of digital products and the business priorities for the Digital Products and Analytics team
- Become familiar with agile working methods, and working within a multi-disciplinary team
- Work with the team to understand the current and longer-term goals of the digital roadmap
- Undertake any learning as required to become fully compliant with GDPR, and any other compliance needs of the role

- With further experience, begin to contribute to team planning and strategic priorities

UX research and data gathering

- Plan, prepare for, and run user research activities to support the design, development and continuous improvement of RBO digital services
- Choose appropriate research tools and methodologies to suit different projects and questions (including contextual discovery, experience mapping, user interviews, early-stage concept and prototype testing, card sorting, tree testing, co-designing workshops, usability and accessibility testing)
- Design and run contextual and discovery research to develop a deep understanding of the needs of all users of a service
- Design and analyse user surveys to generate high quality quantitative data
- Interpret A/B and multivariate testing to enable the effects of changes to the service to be tested and to support iterative improvements
- Manage the usability and accessibility testing process from recruiting participants, designing test tasks, and preparing discussion guides, to test moderation, analysis and presenting results

Communicating analysis and insight

- Able to turn complex data into compelling, clear and actionable stories
- Develop recommendations based on quantitative and qualitative evidence
- Work closely with product managers, data analysts, designers and developers to turn user experience research findings into stories and actions that lead to valuable product and service features
- Able to present analysis and visualisations in clear ways to communicate clear messages to all levels of technical ability
- Champion the voice of the customer, ensuring that the experience across all touchpoints is well understood, documented and communicated
- Work closely with analytics colleagues to define user centred metrics to create a rich picture of user behaviour to tell the full story of how and why people use our services
- Knowledge of how to give tactical and strategic recommendations, as well as how to best deliver positive and negative information to stakeholders
- Develop team library of research and outcomes which documents each insight or research project

Teamwork and Advocacy

- Develop strong and collaborative working relationships with the rest of the Analytics and Insights team
- Work collaboratively in cross-functional agile product teams and uphold a strong team ethic
- Collaborate with teams across the wider business to inspire design thinking and customer empathy in an agile, fast paced, iterative environment
- Act as an advocate for data, user centred research and design across the organisation
- Act as a persuasive advocate for evidence-based user needs both within the team and across the wider organisation

Continuous Improvement

- Contribute to a culture of innovation, user centric design thinking and data driven continuous improvement

- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Keep in touch with user habits, preferences and behaviours across the scope of services offered by the RBO
- Keep in touch with industry developments, news and innovations
- Manage own learning and continuous development relevant to the role

Key Performance Indicators

- Fulfilment of a learning plan and full proficiency with a range of tools, methodologies and systems relevant to the role
- Ensure all research projects and follow up analyses meet the project brief and are delivered to agreed timelines
- Ensure high quality deliverables
- Ensure GDPR compliance across all activities
- Maintain positive stakeholder relations and manage expectations effectively

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

UX Research and Analysis

- An understanding of qualitative and quantitative research methods, appreciating their limitations and when to apply them appropriately
- Strong ability in analysing both qualitative and quantitative data
- Some experience facilitating and running research, in a digital, marketing, academic or other capacity
- Experience analysing outcomes and data to produce actionable findings
- An interest in understanding user needs and how to improve the user experience
- Some knowledge and experience of user centred design practices for web, service or software development
- A relevant qualification or equivalent in HCI/Usability/Cognitive Psychology/Market Research/Analytics or related field, or sufficient experience to be able to validate the tools and methodologies for each assignment
- Experience of presenting research findings in a range of formats and contexts
- The ability to use data to challenge existing assumptions and current practice where the evidence supports the need for change

Workload Management

- Good track record in delivering accurate, high-quality work to deadlines and to required standards
- Excellent verbal and written communication skills for briefings, presentations and report writing
- Ability to consistently deliver at pace in a dynamic environment

Teamwork

- The ability to work effectively with multi-disciplinary teams
- Some experience of working in an Agile development environment or the ability to learn about and work effectively with Agile working methods

- The ability to communicate clearly and effectively with stakeholders at different levels
- Ability to convey complex information in a compelling way to create understanding

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous development relevant to the role
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera – securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

NB: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

