

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital and Customer Services

POSTHOLDER SECTION: Product

GRADE: PO6

POST DESIGNATION: Senior User Researcher

Purpose of Job:

To be responsible to Lead User Researcher for:

1. Taking a key role in the user research community across Royal Borough of Greenwich, codifying ways of working, setting standards and taking responsibility for professional development of the user research team, managing performance robustly.
2. Directly leading the research and sense-making of our most complex, risky and interdependent priority areas, working in the open with the user at the centre of all you do, including working across multiple teams.
3. Leading by example through working as part of a multidisciplinary team to use a variety of quantitative and qualitative research methods to conduct secondary and primary research, use synthesis and analysis methods to develop actionable insights, working with wider council colleagues and teams to ensure robust impact measurement and lead on the evaluation of work throughout a design and delivery process.
4. Engaging with our diverse community groups in the borough, helping to hear their voices and experience and to quantify their needs in ways which can be translated into service delivery.
5. Acting as an ambassador for strong research skills as key to digital transformation, coaching senior leaders across the organisation in how to deliver in this way.
6. Work with senior leaders to help them understand, map and articulate their transformation objectives.
7. Support more junior members of the team to help us better understand and articulate user need and lived experience.

Manages up to 2 directly managed staff.

Manages up to 10 indirectly managed consultancy/contracting staff.

Main Duties:

1. Work with the lead user researcher to build and lead a user design team and community at the Royal Borough of Greenwich; hire team member; help to set development, standards and behavioural expectations for user researchers at RBG; work with other disciplines to mutual development; run events as needed to help user researchers learn and help guide organisational decision-making by communicating research best practice.
2. Work with senior leaders across the council to design effective research approach and make sure we are learning about the right thing by consolidating and building on existing knowledge, desk research and data analysis.
3. Working with other members of multidisciplinary teams to conduct secondary and primary research, including framing problems, defining research focus, uncovering needs and barriers, identifying design opportunities and constraints.
4. Using a variety of methods and tools to work with service areas, residents and multi-disciplinary team to understand people, context, experiences, culture, testing ideas and evaluating impact.
5. Act as the bridge between data and lived experience. Used qualitative and quantitative evidence to help senior leaders and service areas understand what people need from us and how to design services to meet resident need; tell stories that help people see the potential for digital transformation. Work with product teams throughout the development lifecycle to drive prioritisation.
6. Build evidence bases to help guide our assisted digital delivery, engaging widely with residents to understand the diversity of need in the borough and make design recommendations to meet these needs. Use a range of research methods to build a diverse set of insights across quantitative and qualitative data.
7. Be one of the councils' trusted advisors on assisted digital delivery and digital inclusion, engaging widely with residents to understand the diversity of need in the borough and make design and delivery recommendations to meet these needs.
8. Build trust with community groups across the borough, helping the council to open up and listen more empathetically to the needs of our most vulnerable residents. Organise innovative ways to listen to residents, visitors and businesses, helping them to co-create services with us and having an honest dialogue throughout.
9. Build up an internal research and insight corpus that can be published and contribute to the local government research library.
10. Help policymakers in the council to make decisions within financial constraints which lead to improved services; help join up policymaking and operational practice.
11. Be one of the main advocates for user-centred design and development across the council. Advocate for user research at all levels in the organisation, helping to break down the barriers to opening up and listening.

12. Treat staff as equally valued users as residents; work to understand their service needs; guide internal digital service delivery in the same evidence-driven way we work to meet resident need.
13. Work across complex business areas and multidisciplinary product teams to analyse and articulate user need. Create research and analysis plans to help gather evidence to guide decision-making in nuanced areas where simple answers are not possible; build and execute backlogs of work; use data to ensure services are accessible, intuitive and simple.
14. Engage with senior leaders across the organisation to help them understand agile ways of working as well as the user researcher's skill set, and to help them articulate the possibilities in their area for digital transformation.
15. Measure value and use qualitative and quantitative data to inform product development decisions. Translate the vision into prioritised, deliverable user stories backed up by evidence. Take considered, data-driven decisions and have the humility to learn from mistakes. Track and monitor product performance and user outcomes to iterate and improve on features.
16. Use agile methodology and apply an agile mindset to all aspects of your work. Create a fast-paced, evolving environment and use an iterative method and flexible approach to enable rapid delivery.
17. Line manages and coach more junior members of the user research community
18. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
19. To perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.



Person Specification

Job Title	Senior User researcher
Grade	PO6
Service/Section	Digital and Customer Services: Product
Directorate	Communities and Environment

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria
Knowledge

Essential

- Deep understanding of the user research profession and skills.
- Understanding of product thinking and the product development lifecycle.
- Knowledge of modern technology, including cloud technology, architecture, agile delivery methods and software practices.
- A deep understanding of user-centred design and service design.
- A deep understanding of agile ways of working and software development practices.
- A deep understanding of assisted digital, digital inclusion and how to build accessible online services.
- Familiar with techniques of active listening, group facilitation and storytelling.

Desirable

- Knowledge of the cross-government DDAT framework and wider developments in government digital transformation.
- Knowledge of local government services.
- Knowledge of systems and strategic thinking.
- Experimentation and innovation techniques.
- Coaching, mentoring and line management.

Skills and Abilities

Essential

- Ability to guide research approach and user recruitment in complex service areas, helping stakeholder see opportunities and leading change and plotting a path forward.
- Ability to work in agile ways, identifying problems to solve and building evidence to drive product decisions.
- Ability to build and execute a backlog of work, translating user need into user stories.
- Ability to use diverse research methods to elicit insights into resident and staff need, designing comprehensive research exercises, and translating these into recommendations and reports.
- Ability to work creatively to gather insights and data through remote working.
- Ability to gather, distil, and simplify for an audience large amounts of data, judging what is and isn't important, including writing reports that quickly help someone understand the problem to be solved.
- Ability to define impact measurement framework and evaluate work throughout a design and delivery process.
- Ability to embody a product mindset and be intensely user-focused, using qualitative and quantitative data to track progress against user outcomes.
- Strong communication skills, with the ability to explain what users need from us succinctly, to a diverse, non-expert audience.
- An absolute commitment to meet user need in the best, most efficient way.
- Ability to flex delivery approaches depending on context.
- Ability to understand technical complexity and risks, run collaborative design activities, influence senior leaders and others.
- Adept at building high-performing teams.

Desirable

- Ability to coach teams in agile ways of working.
- Passionate about tech for good and with a proven desire to work in a public service organisation solving complex problems.

- Passionate about building diverse teams and communities.
- Desire to take an active part in the cross-government digital and design community.
- Ability to apply digital ways of thinking to non-digital problems.

Experience

Essential

- Successful track record of working across multidisciplinary teams to deliver end-to-end service and digital products using agile methodology in a large and complex organisation.
- Significant experience in understanding and balancing user, organisational, and technical needs and knowing how to balance these when recommending decisions.
- Significant experience of working as a user researcher in teams building products and platforms from inception to live.
- Experience of facilitating cross-organisational work, helping disparate parts of an organisation to map and understand its interdependencies.
- Proven experience of building positive relationships with a range of both internal and external stakeholders.
- Experience leading design crits and community sessions.

Desirable

- Experience persuading organisations which have not yet embraced digital ways of working to adopt product and design thinking.
- Experience working in digital in the public sector.
- Experience taking an active part in the public sector digital community.
- Experience working with APIs and microservices architecture and managing the relationships between interdependent product and platform teams.

Equal Opportunities

- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.