Job Description

Job Title: User Researcher

Faculty/Directorate: Digital and Technology　　　**Job Family: Product**

Grade: E　　　　　　　　　　　　　　　　**Role profile: SME1**

Full Time (37 hours per week)　　　　　**Permanent**

	Duties of the role
Overall purpose of the role	The User Researcher will play a vital role in the modernisation of the university's technology product offering, working within designated product teams to enhance operational efficiency and effectiveness. Reporting into the Head of User Research the postholder will develop a comprehensive understanding of user needs and ensure this knowledge is effectively communicated to product and service teams. This collaboration will enable the design and delivery of services that align with user expectations while uncovering opportunities to improve key user journeys and identify potential business enhancements. Utilising a range of qualitative and quantitative research methods, the User Researcher will be responsible for designing, conducting, and interpreting user engagement and research activities. By ensuring that the voice of students and service users is central to the design, implementation, and management of products, the User Researcher will contribute significantly to creating user-centric solutions that meet the needs of the university community. Through this process, the role will facilitate ongoing improvement and innovation in the university's digital services, ultimately enhancing the overall user experience.
Main duties and responsibilities	• Collaborate with stakeholders to assist in the development and advocate research strategies that address the technology user service needs of the University community. • Ensure participation from a diverse range of user groups, including currently hard-to-reach demographics such as international, hybrid, remote, and mature students. • Design, plan, and conduct user research activities that inform and enable the development and continuous improvement of technology services. • Source and procure participants for user research activities, ensuring a representative sample of the user base. • Take a lead role in facilitating user research activities, employing best practices in user experience design. • Implement and apply ethical research policies that comply with prevailing legal guidelines and best practices in government and higher education. • Understand and apply various research methodologies, including qualitative and quantitative research, journey mapping, usability testing, and accessibility testing. • Act as an ambassador for user research, promoting the value of customer/user-centred design within the organisation.

	Duties of the role

	• Use data and user insights to identify user needs, analyse existing research, and synthesise findings into accessible and actionable insights for stakeholders.
	
	• Help prioritise customer/user needs across product groups, challenging assumptions and informing decision-making processes.
	
	• Work closely with Product Analysts and project teams to design customer journeys, prototypes, and wireframes, translating user research into actionable improvements.
	
	• Engage with the user research community within the wider Technology Directorate to share insights, guidelines, and best practices.
	
	• Perform any other duties commensurate with the job grade as reasonably required from time to time.
	
	• Act in accordance with DMU Values:
	
	    o Collaborative – Work together to achieve joint outcomes, understand how your work contributes to DMU, and be aware of your personal impact on others.
	
	    o Compassionate – Be open, honest, and caring, work on a basis of trust, and hold yourself accountable for your actions.
	
	    o Creative - Strive for better, challenge bureaucracy, explore digital solutions, and innovate creatively.
	
	    o Community minded - Embrace alternative views, treat others with respect, and tackle inequalities.
	
	• Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.
	
	• All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.
	
	• The postholder should have a positive attitude towards health and safety, and be aware of and comply with all health and safety policies for the university, as applicable. There will be a requirement to complete all mandatory health and safety training as deemed to be relevant for the position held. The postholder is expected to help maintain a safe working environment for staff, students and visitors by working closely with the local safety coordinator as required. Any accidents or dangerous incidents must be reported promptly through the university's reporting system.

Person Specification

Job Title: User Researcher

Directorate: Digital and Technology   **Job family: Product**

Grade: E   **Role profile: SME1**

Full time (37 hours per week)   **Permanent**

Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications & Training	Educated to degree level or equivalent work experience	Essential		X			X
Previous Work Experience	Demonstrable knowledge and experience of customer/user-centred design and its application to products and/or services.	Essential		X	X	X	
	Demonstrable experience of end-to-end customer/user research (i.e., discovery through testing of concepts, prototypes, and live services) as part of an agile, multidisciplinary team.	Essential		X	X		
	Experience in designing, facilitating, and analysing a range of qualitative and quantitative customer/user research methods.	Essential		X	X		
	Experience working closely with product specialists and/or designers.		Desirable	X	X		
	Experience of working within Higher Education sector		Desirable	X	X		
Specific Knowledge/Skills /Abilities/ Motivation/ Attitude Required	Knowledge of user experience (UX) principles and experience with relevant tools (e.g., wireframing and prototyping software) to collaborate effectively with design teams and contribute to the development of improved user journeys.	Essential		X	X		
	Demonstrable knowledge of end-to-end service design processes and how customer/user research can shape concept development.	Essential		X	X		
	In-depth knowledge of a variety of user research techniques, including ethnographic studies, focus groups,	Essential		X	X	X	

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
	surveys, usability testing, and journey mapping, allowing for well-rounded insights into user needs.					
	Understanding of ethical research principles, especially as they apply to user engagement in diverse contexts, with the ability to implement practices that comply with legal and regulatory standards.	Desirable	X	X		
	Skilled in analysing user research data, synthesising insights, and translating complex findings into accessible recommendations, helping stakeholders prioritise and implement user-centric solutions.	Essential	X	X		
	Able to communicate effectively and with accuracy, in oral and written formats, adapting style to the needs of the audience	Essential	X	X		
	Commitment to delivering a customer focussed service and to enhancing and improving service delivery	Essential	X	X		
Equality and diversity	Able to provide a service to a diverse range of people to promote good relations and equality	Essential	X	X		
Our Values and Behaviours at DMU						
We are Collaborative – we work together to get things done	We support each other to achieve joint outcomes We understand how our work contributes to DMU We are aware of our personal impact on others	Essential		X		
We are honest and Compassionate	We are open, honest and caring We work on a trust basis We hold ourselves accountable for our actions	Essential		X		
We are innovative and Creative	We constantly strive for better We challenge bureaucracy and explore digital solutions We are innovative and creative	Essential		X		

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
We are a community – we value and champion difference	We embrace alternative views We treat others with respect We tackle inequalities	Essential		X		

*A = Application Form; I = Interview; T = Test; D = Documentary Evidence