



Senior User Researcher

Job pack

Thanks for your interest in working at Citizens Advice. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Information about the team, organisation and role
- The role profile and person specification
- The benefits of working at Citizens Advice
- Our approach to equality and diversity

Want to chat about this role?

If you want to chat about the role further, you can contact eva.jirjahlke@citizensadvice.org.uk

Our values

We're inventive. We're not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren't working.

We're generous. We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

We're responsible. We do what we say we'll do and keep our promises. We remember that we work for a charity and use our resources effectively.

3 things you should know about us

1. We're local and we're national. We have 6 national offices and offer direct support to people in over 290 independent local Citizens Advice services across England and Wales.

2. We're here for everyone. Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

3. We're listened to - and we make a difference. Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

How our organisation works

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 300 local Citizens Advice members.

This role sits in the national charity, which includes

- 800 national staff working in one of our 6 offices or as homeworkers, or as part of the Witness Service from over 240 courts across England and Wales
- 3000 Witness Service volunteers

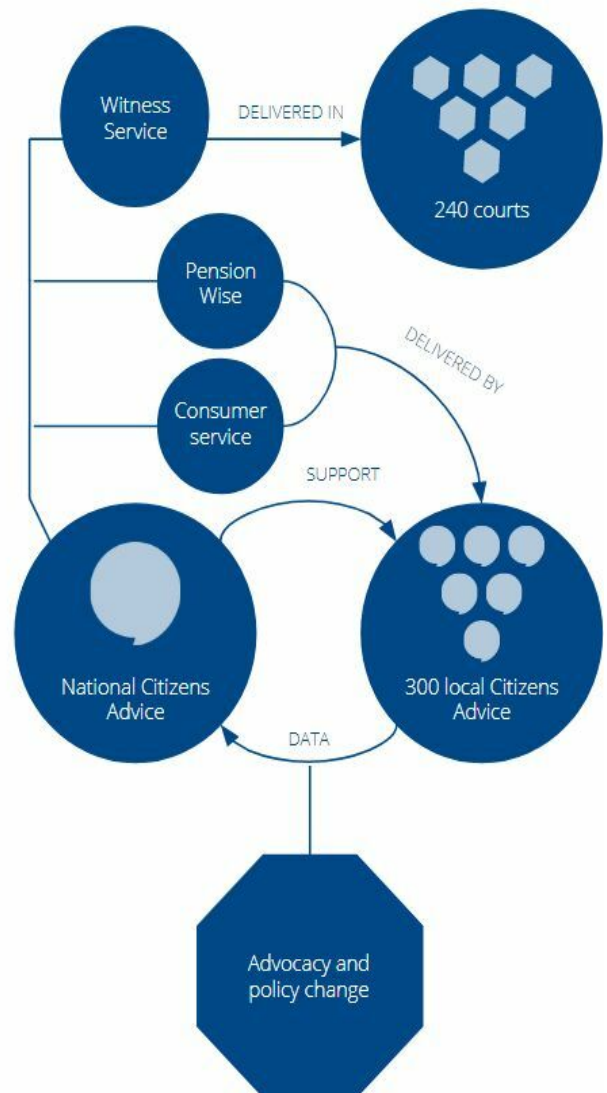
Our network members are all independent charities, delivering services from

- over 600 local Citizens Advice outlets
- over 1,800 community centres, GPs' surgeries and prisons

They do this with:

- 6,500 local staff
- over 23,000 trained volunteers

Our reach means 99% of people in England and Wales can access a local Citizens Advice within a 30 minute drive of where they live.





The team

The role you're applying for is in the **Customer Journey** directorate and in the **User Research** team. Here are **4** ways you can find out more about us:

1. How we're making our services more effective, user-centred and easier to use, by Rebecca Kemp, Director of Customer Journey
2. Beyond the job pack: 4 staff describe what it's like to work at Citizens Advice. By Gemma Byrne
3. If you push beyond digital, what happens next? by James Plunkett, Executive Director of Advice & Advocacy
4. What we've learned about the detail our advisers need, by Richard Williams, User Researcher



The role

We're looking for an experienced Senior User Researcher to lead our user research strategy and activities across a large multi-channel service. You'll spend your time working with our project teams to deliver new end to end services, as well as championing user centred design across the programme.

You will be passionate about helping organisations to understand and design for user needs, and working with content designers, UX designers and developers to use research insights and ensure user needs are met.

You'll be comfortable designing research activities working with a range of methodologies, and supporting others to do the same. You'll be motivated to collaborate, and expert in facilitation and leading groups to unearth insights and test hypotheses.

You'll lead user researchers, and be an advocate for user research and user experience design across the organisation. You'll be confident working with a range of stakeholders, and able to be credible and influential with senior colleagues. You will be able to bring both analytical rigour and creative stretch, and help teams to apply these insights in design and delivery.

Research projects won't take months within Citizens Advice so candidates need to have an appreciation of agile and how it affects how user research is undertaken and how collaboratively the team works together.



Role profile

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| Band | Manager - lower | |
| Reporting to | User Research Lead | |
| Proficient salary | £45,020 + £3520 London allowance | |
| Location | London | Medium travel required |
| Team overview | The role you're applying for is in the Customer Journey team; The team are leading the transformation of Citizens Advice digital products and services. You will be part of a multidisciplinary team, taking a design led approach to agile transformation. | |
| Role purpose | This role involves working collaboratively within multidisciplinary teams; depending on the project, you'll be working with service designers, content designers, and developers to properly understand user needs and test how content and products work for users, drawing on a range of qualitative and quantitative methods. | |
| Main responsibilities | Key elements/Tasks | % of Time |
| Lead, plan and deliver user research strategies | <ul style="list-style-type: none">• Lead user research across a team, project or programme of work, managing user researchers working across all products and content produced by the customer journey team.• Lead user research strategies across the customer journey team, harnessing available resources across Citizens Advice. This may include facilitating and running workshops, planning, designing, conducting and analysing qualitative and quantitative research to develop digital, service and product strategies for Citizens Advice, and support the design and development of content, products and services. | 55 |

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| | <ul style="list-style-type: none"> • Ensure macro level insights are aggregated and shared across the wider customer journey, technology or Citizens Advice teams as relevant. • Ensure research resources are used efficiently and in accordance with agile and lean principles • Be an advocate for user research and user experience design across the organisation and upskill team members where appropriate. • Contribute to the evaluation of content, products and services and implement lessons learned in future work. • Ensure that the work of the team reflects and supports the service's Equality and Diversity Strategy. | |
| Shape service and content design | <ul style="list-style-type: none"> • Work with content designers, developers and UX / UI designers to use research insights and ensure user needs are met, as well as to understand underlying systems, interfaces, product and service to recognise opportunities to improve user experience. • Introduce and maintain systems for gathering and analysing feedback to iterate and continuously improve content and services. • Engage with stakeholders and users from across the Citizens Advice service to improve impact. | 10 |
| Develop and implement best practice processes | <ul style="list-style-type: none"> • Keep up to date on best practice systems and processes in user research and service design to ensure that the Citizens Advice Service is ready to take advantage of opportunities. • Build and maintain a repository of insights about users and behaviours gained across projects and regularly share and advocate sharing across the whole of Citizens Advice. • Maintain relationships with researchers across other departments to ensure insights are shared and ensure product decisions take into account the broader organisational strategy. • Implement best practice processes across the team. | 10 |
| Maintain and develop expertise and insight | <ul style="list-style-type: none"> • Proactive in identifying external and internal contacts within user research to build profile, develop skill sets, share knowledge and insights. • Advise managers on recent developments in this field of work. • Undertake research and analysis in this field of work. | 10 |

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| <p>Lead user research projects and contribute to wider digital team development</p> | <ul style="list-style-type: none"> ● Be an active member of the customer journey team, identifying opportunities for personal development. ● Contribute to the good and efficient working of the team in delivering against the business plan. ● Line manage user researchers, including: <ul style="list-style-type: none"> ○ Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate ○ Managing performance and development, mainly through regular supervision sessions and the talent talk process ○ Induction of new staff ○ Ensure that the work of the department reflects and supports the service's Equality and Diversity Strategy. ● Compliance with Citizens Advice policies and procedures, including Health and Safety. | <p>10</p> |
| <p>Finance</p> | <ul style="list-style-type: none"> ● Monitor and challenge spend on projects/day to day activities. ● Demonstrate financial efficiency and value for money throughout work. | <p>5</p> |
| <p>Other</p> | <ul style="list-style-type: none"> ● Undertake any other duties as may be reasonably required within the scope of the role. | <p>5</p> |



Person specification

Essential Criteria

1. At least five years experience in user research and user centered design practices, and passion for using research insights to shape digital and non-digital services and content.
2. Proven experience of using primary and secondary research to identify user needs, and working with multidisciplinary teams to design inclusive and accessible solutions using industry standards.
3. Experience of understanding and designing for complex user journeys and multiple user groups.
4. Ability to plan and facilitate workshops with senior stakeholders to prioritise user needs and research activities, and navigate complex project requirements and constraints.
5. Experience of an extensive range of user and design research methods, including interviews, audience modeling, using personas, ethnography and observation, usability testing, quantitative analysis from online surveys and Google Analytics.
6. Ability to design and manage strategic and tactical research projects, using a range of methodologies, to generate useful insights.
7. Excellent analytical skills, with the ability to think creatively and pragmatically and identify solutions, including the ability to adapt flexibly to different areas of service delivery or advice content, and provide constructive challenge in unfamiliar areas.
8. Excellent written and oral communication and influencing skills, including the ability to communicate research findings to diverse audiences.
9. Experience of working in an agile, multi-disciplinary team, and commitment to working within an inventive, responsible and generous workplace environment.
10. Experience in mentoring, developing a collaborative team environment and encouraging innovation.
11. Strong people management skills, with the ability to create a positive working environment in which equality and diversity are well managed,

dignity at work is upheld and staff are empowered and motivated to achieve good outcomes.

12. Confidence using a range of digital research tools, including for example:
 - a. survey software
 - b. screen recording software
 - c. usability testing products

Desirable Criteria:

1. Degree in HCI/Usability/Cognitive Psychology/Market Research or related field.
2. Experience leading research with vulnerable or hard to reach groups.

Requirements for role *(candidates will confirm at application stage and at interview)*

- Ability to contribute to an inventive, responsible and generous organisation and team culture
- Proven ability to keep up to date with technology and take individual responsibility for learning new technologies
- Willingness to travel within the UK (including overnights) and to work unsocial hours occasionally to meet tight timescales
- Commitment to equality and diversity
- Awareness that Citizens Advice service users are at the heart of everything we do



Terms and conditions

1. **PROFICIENT SALARY:** As advertised

Appointment may be at an initial salary level (90 or 95% of the proficient salary) or at the proficient salary, depending upon skills and abilities as assessed during the recruitment process.

If you are a designated essential car user, you will receive an Essential Car User Allowance payment in addition to your salary.

2. **ANNUAL/TOTAL LEAVE**

Annual leave is 26 days pro rata per annum from 1st January to 31st December, plus 4 fixed days (normally over Christmas and New Year). Additionally, there is Long Service Leave of 1-5 days after 3-7 years service.

3. **PENSION SCHEME**

Citizens Advice provides a Group Stakeholder scheme. Further details of this scheme will be provided to the successful applicant at offer and contract stage.

4. **LEARNING AND DEVELOPMENT**

Citizens Advice has a co-ordinated staff training and development strategy. This will mean that training for your current job, and future career developments relevant to Citizens Advice will be provided and you will be encouraged to take an active role.

5. **INTEREST FREE LOANS**

Interest-free loans are available to purchase season tickets for travel, and for career development purposes. If you are a designated essential car user, interest-free car loans are also available.

6. **SALARY SACRIFICE SCHEMES**

Citizens Advice offers salary sacrifice pension and operates a Cycle to Work scheme which provide a tax-efficient method for employees to contribute to their personal pension or purchase a bicycle for commuting to work.

7. **DISCLOSURE AND BARRING SERVICE CHECKS (DBS)**

Some Citizens Advice positions may require the successful candidate to undergo a DBS check.

8. EQUALITY AND DIVERSITY

Citizens Advice recognises the positive value of diversity, promotes equality and challenges unfair discrimination. We recognise people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions, and we wish to encourage and harness these differences to make our services more relevant and approachable. Citizens Advice will not discriminate or tolerate discriminatory behaviour on the grounds of race, colour, sex, transgender, disability, nationality, national or ethnic origin, religion or belief, marital/partnership or family status, sexual orientation, age, social class, educational background, employment status, working pattern, trade union membership or any other irrelevant factor in any aspect of employment.

Our values include a commitment to equality and fairness, and to valuing each other. All our employees are expected to have read and understood our Equality and Diversity Policy and to ensure they behave in accordance with its principles. Breaches of the policy may lead to disciplinary action.

9. DIGNITY AT WORK

Citizens Advice is committed to providing a culture in which all staff value each other and are able to work together to their full potential in an inclusive environment free from harassment, bullying and other unacceptable forms of behaviour. Unacceptable behaviour in the workplace will be actively dealt with, all complaints will be taken seriously, confidentiality will be respected and victimisation of those that raise complaints will not be tolerated.

Our values include commitments to work together and value each other - all our employees are expected to have read and understood our Dignity at Work Policy and to ensure they behave in accordance with its principles. All staff are responsible for helping to create and maintain a positive and inclusive working environment free from bullying and harassment. All managers have a particular responsibility for ensuring a supportive and inclusive working environment in which dignity at work is actively promoted.

10. PROBATIONARY POLICY

New appointments are subject to a six months probationary period. Performance is reviewed after three months and again after six months. At the

end of the probationary period the outcome of the assessment may be confirmation of post; notice of dismissal; or at Citizens Advice's discretion, an extension of the probationary period by a further three months.

11. POLITICAL IMPARTIALITY

An important part of the principle of impartiality is that Citizens Advice staff are seen to be upholding the principle of party political impartiality. To avoid possible misunderstanding or possible conflicts of interest guidelines have been established on staff taking part in party political activities. If you currently hold, or are intending to stand for local or national party political office, we will expect you to tell us about this if shortlisted for interview.

13. LOCATION

As advertised

14. EMPLOYMENT STATUS

As advertised

15. FLEXIBILITY

Our roles are open to discussion about flexible working, which may include arrangements such as part-time working, formalised flexitime, fixed (non-standard) working hours, working from home and job-sharing.

16. HOURS OF WORK

As advertised

Normal full time working hours are 9 - 5.15, Monday to Friday, although these hours may vary from week to week to meet the needs of the job. Staff may be able to agree a different working pattern with their manager.

Citizens Advice is an operating name of The National Association of the Citizens Advice Bureaux.



What we give our staff

We value the people who work here - and we show that in what we offer. As well as things like annual leave and our workplace pension, working at Citizens Advice means getting access to many benefits.

- **A commitment to your development.** We have a coordinated staff training and development strategy. This means that training will be provided both for your current job and for your development.
- **Employee assistance programme.** Everyone working at Citizens Advice has immediate access to professional and completely confidential counselling and legal advisory services.
- **Interest free loans.** We offer loans for travel season tickets, and for career development purposes. We offer interest free car loans if you're a designated car user.
- **Support when things in your life change.** We'll be there for you with options for flexible working, career breaks, and support for parents and carers.
- **Great everyday deals.** Working at Citizens Advice gives you access to a number of deals and discounts via our Your rewards discount scheme.

You can find out more about what we offer our employees [on our website](#).



Equality and diversity at Citizens Advice

Citizens Advice is fully committed to stand up and speak up for those who face inequality and disadvantage. We want this to be reflected in the diversity of the people who work for us.

To help us achieve this, we aim to make our recruitment process as fair as it can be. We also offer support to disabled candidates to make sure no one loses out on a role because of their condition.

- **We judge the application, not the person.** The select panel won't see your personal details. This makes sure each person's response is judged on its merits and not on their background.
- **We offer a guaranteed interview scheme.** If you have a disability and your application meets the minimum criteria for the post, we'll interview you for it. [Find out more here.](#)
- **We're a Disability Confident employer.** We're committed to changing attitudes towards disability, and making sure disabled people have the chance to fulfil their aspirations. [You can find out more on our website.](#)
- **We're part of the Equality and Diversity Forum.** This means we're committed to progress on age, disability, gender, race, religion and belief, sexual orientation and broader equality and human rights issues. [Find out more here.](#)

Our commitment to equality runs through everything we do - read our [Stand up for Equality Strategy](#) to find out more.