

Job Profile

JOB TITLE:

User Experience Lead

REPORTS TO:

Online Service Manager

JOB PURPOSE:

The User Experience Lead is responsible for ensuring Helpline & Online Services provides a high-quality, accessible and effective digital experience across online platforms and channels.

The role monitors, reviews and continuously improves Online Services, ensuring platforms, content, systems and user journeys are configured and maintained to meet service user needs and organisational objectives.

The User Experience Lead owns the Online Services development and improvement log and ensures platform development is informed by service user feedback, lived experience, engagement data, operational insight and organisational priorities.

The role works with the Content Creator to update content and measure whether digital resources reach the right audiences, support engagement and improve outcomes.

DIMENSIONS:

- Lead continuous improvement of Online Services platforms and digital channels.
- Own and maintain the Online Services development and improvement log.
- Monitor user demand, platform performance, engagement and user journeys.
- Coordinate service user feedback, user testing and co-production activity.
- Support content development, optimisation and performance measurement.
- Contribute to digital development projects, service redesign and platform enhancement initiatives.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Online Service Manager.
- Content Creator to develop, review and evaluate digital content.
- Planning & Performance Team to understand demand, user behaviour, utilisation and emerging trends.
- Performance Advisers regarding behavioural and engagement trends.
- Shift Leads, Online Advisers, volunteers and peer supporters regarding operational barriers and feedback.
- Safeguarding, Quality, Digital, Data and Technology colleagues.

External

- Platform providers, digital suppliers and development partners.
- Service users, volunteers and people with lived experience for feedback and co-design.
- External organisations and partners involved in online activity.
- Sector networks or digital service providers to identify good practice.

Overall accountabilities:**User journeys and insight**

- Work with the Data Team to map, analyse and continuously review user journeys across Online Services, identifying how users access, navigate and move between platforms and support channels.
- Collect, analyse and report on service user feedback, complaints, compliments, survey results, forum discussions and lived experience insight to identify themes, trends and opportunities for improvement.
- Identify friction points, drop-off points, barriers to engagement and unmet needs, making recommendations to improve accessibility, user experience and service effectiveness.
Coordinate user testing, focus groups, feedback sessions and co-production activity, ensuring service users contribute to the design and development of Online Services.
- Produce insight reports and recommendations that inform service development priorities, platform enhancements and operational improvements.
- Work collaboratively with operational teams, volunteers and stakeholders to ensure user feedback is translated into meaningful service improvements.

Platform development and improvement log

- Monitor the performance, functionality, accessibility and reliability of Online Services platforms, identifying issues that may impact service delivery or user experience.
- Own and maintain the Online Services Development and Improvement Log, ensuring enhancements, issues, actions and priorities are accurately recorded, monitored and progressed to completion.
- Track digital improvement requests, system enhancements, platform developments, risks, dependencies and service improvement initiatives, ensuring clear oversight and accountability.
- Act as the operational lead for relationships with platform suppliers and technical providers, monitoring service levels, escalating issues, coordinating resolutions and ensuring contractual arrangements support service requirements.
- Review platform usage, capacity, utilisation and demand trends, providing recommendations to improve performance, efficiency, accessibility and user experience.
- Escalate platform risks, technical issues, capacity concerns and significant user journey barriers to the Online Services Manager and relevant governance forums, providing clear analysis, evidence and recommendations to support decision-making.

- Work collaboratively with internal stakeholders and external suppliers to support the testing, implementation and evaluation of platform developments, system changes and continuous improvement activity.

Content and digital outcomes

- Measure and evaluate the effectiveness and impact of Online Services content, digital resources and user engagement activity, working in partnership with the Data Team to assess outcomes and inform continuous improvement.
- Use platform analytics, user behaviour data, service trends and engagement metrics to identify patterns, evaluate performance and recommend improvements to user experience and service delivery.
- Define, monitor and report against agreed success measures for digital developments, platform enhancements and service improvement initiatives, ensuring progress and outcomes are clearly evidenced.
- Benchmark Online Services against external best practice, digital service standards and emerging approaches to online engagement, support delivery and accessibility.
- Work collaboratively with the Content Creator and wider teams to ensure content remains accurate, accessible, user-focused and aligned to organisational priorities, service objectives and user need.
- Produce insight, analysis and recommendations to improve content effectiveness, user engagement, platform performance, accessibility and overall digital service outcomes.
- Share learning, trends and performance insights with key stakeholders to support decision-making, future development priorities and continuous service improvement.

Person specification – essential criteria

- Experience of managing, developing or improving digital services, online platforms, websites, customer journeys or user experiences.
- Understanding of user experience, digital accessibility, confidentiality, online communities and service design principles.
- Experience gathering and analysing user feedback, engagement data or performance information to inform improvements.
- Experience of working with digital suppliers, platform providers or technical colleagues to resolve issues and support service improvements.
- Strong analytical and problem-solving skills with the ability to identify trends and practical solutions.
- Ability to monitor and interpret platform performance, accessibility, demand, utilisation and user journey data.
- Experience working collaboratively with operational teams, content creators, digital suppliers or project teams.
- Strong communication and stakeholder management skills, with the ability to engage service users, volunteers and colleagues.

- Experience of working with digital suppliers, platform providers or technical colleagues to resolve issues and support service improvements.

Circumstances:

- Able to attend meetings, training, workshops and organisational events outside normal working hours if required.
- Regular attendance at GamCare's head office in London (on average once per week).
- Builds and maintains effective working relationships with colleagues working across a range of shifts, locations and service areas, contributing to a positive, collaborative and integrated service culture.
- Ability to travel occasionally to GamCare offices, events, meetings and external stakeholder activities as required.

To be noted:

This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.