



Job Profile

JOB TITLE: User Researcher	REPORTS TO: Head of Data and Business Insights
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JOB PURPOSE:
GamCare will be providing the National System Coordinator function for the National Gambling Treatment System (NGTS) from April 2023.

The NGTS function will.

- Mobilise and support the transformation of the NGTS
- Ensure continuous improvement of service delivery and outcomes for service users, through the implementation and monitoring of robust governance and knowledge management processes
- Increase geographical footprint of services delivery
- Ensure effective coordination between national and regional providers with strategic oversight of the operational issues

The User Researcher will put user needs at the heart of decision making. You will be a key figure in the Data and Insights team. You will help NGTS providers and GamCare teams build a deep understanding of their users so they can design and deliver the services that their users need. The User Researcher will support the delivery of an evidence-based approach to identifying, recognising and understanding future challenges, ensuring the entire organisation is aligned to delivering our purpose and values.

- DIMENSIONS:**
- Direct Reports: n/a
 - Budgets managed: n/a
 - Financial targets: n/a
 - KPIs – will be in line with GamCare strategic business objectives, GambleAware contract KPIs and legislation requirements

- INTERNAL AND EXTERNAL CONTACTS:**
- Internal**
- Operates as part of the Quality and Innovation Directorate
 - Work closely with Gamcare Systems colleagues and GamCare Data and Insights colleagues
 - Work across and in conjunction with all GamCare directorates to advise on user research in line with Business Objectives
- External**
- Work with NGTS providers to ensure that user and participatory research is embed in their practices.
 - Support external stakeholders with user research
 - Lead and support research opportunities that support GamCare business objectives

OVERALL ACCOUNTABILITIES:

- Working with NGTS providers and GamCare Data and Insights analysts, Knowledge Manager and Service and Digital managers to develop and advocate appropriate research strategies to understand user needs for services, and to continually test and improve services.
- Fostering a culture of team involvement in user research, analysis, design rationale and decision making based on user needs.
- Acting as the subject expert for user research to ensure quality of research, and drive improvements in practice.
- Planning, designing, preparing and running user research activities (quantitative and qualitative) to support the design, development and continuous improvement of NGTS provider and GamCare services.
- Managing the usability and accessibility testing process from recruiting participants, designing test tasks, and preparing discussion guides, to test moderation, analysis and presenting results.
- Leading colleagues to analyse user and academic research data and synthesise findings so that research is shareable and traceable.
- Effectively communicating user research findings to NGTS providers and GamCare colleagues, so that they share a strong and empathetic understanding of their users.
- Working closely with GamCare Lived Experience and Participation colleagues to turn user research findings into stories and actions that lead to valuable product and service features.
- Working closely with analytics colleagues to define user centred KPIs, to create a rich picture of user behaviour to tell the full story of how and why people use our services.

Person Specification – Essential Criteria**Qualifications/ Knowledge**

- Demonstrable experience in this area
- Professional qualification – Degree in relevant fields with emphasis on mixed methods research.
- Evidence of CPD Training/Qualifications

Experience

- Demonstrable knowledge, experience in and passion for user centered design practices for service, web or software development.
- Proven experience of understanding user needs for digital and non-digital services, especially those with the most complex user journeys.
- Proven experience of designing, facilitating and analysing a wide range of qualitative and quantitative user research methods.
- Strong understanding of strengths and limitations of different research methods.
- Proven experience of presenting user research findings in a wide variety of formats and contexts.

- Proven experience introducing and establishing user research practices in an organisation.
- Proven experience of working in an agile development environment with service and product managers, designers and developers to create new services and digital products and services.

Additional Criteria:

Skills

- Ability of working with people from diverse backgrounds in a confident manner.
- Ability to work competently and collaboratively as part of the Data & Insights Team.
- Being self-motivated and highly organised.
- Analytical mind and business acumen
- Excellent organisational skills and being deadline oriented.
- Self-motivation and management of numerous work streams
- Personal resilience in handling a demanding workload with competing priorities
- Ability to maintain confidentiality of all data and information
- Problem-solving aptitude
- Effective communication (written and verbal) and interpersonal skills

Circumstances

- Flexibility in working hours and location, as per contract of employment.
- Able to attend meetings and events outside of normal working hours if required OR able to travel to a number of locations and to attend meetings outside normal working hours].

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.