# Role profile

* **Job title**: User Interface/User Experience (UI/UX) Designer
* **Grade:** Grade 8 (£42,708)
* **Business area:** Digital Services
* **Reporting line:** Kieran Smith, Head of Digital Transformation
* **Team:** Digital Transformation

## Job Purpose

In Greater Manchester we are committed to transforming public services through digital innovation, ensuring they are accessible, inclusive, and user-centred. Our Digital Transformation team plays a crucial role in delivering this vision, working to improve the lives of Greater Manchester residents.

**Greater Manchester (GM) Digital Blueprint 2023-2026**

The GM Digital Blueprint is Greater Manchester’s digital strategy. It has been developed in collaboration with stakeholders from across Greater Manchester’s digital sector and shares strategic commitments to put our people, our environment, and our place firmly at the heart of our digital plans.

We want to better the lives of our people and for them to be empowered by the opportunities a digitally fuelled city-region brings.

We want to use technology and data better to make Greater Manchester a greener, fairer, more prosperous city-region.

https://greatermanchester-ca.gov.uk/media/7953/gm-digital-blueprint-2023-26-final.pdf

**The GM Digital Transformation Team**

The GM Digital Transformation Team comprises digital transformation and project management professionals with technical subject matter expertise.

The team works with the ten local authority organisations, and other partner organisations, to manage the delivery of pan-GM digital transformation programmes, projects and products.

The team:

* Delivers digital transformation programmes and projects where there is a need to do things regionally, or cross-organisationally, and it is not possible or appropriate for one locality to do this independently.
* In collaboration with stakeholders, builds strategic digital and data products used in the delivery of our GM public services.
* Convenes the GM digital transformation system to collaborate, share learning and identify opportunities to innovate.

You'll have the incredible opportunity to see the direct impact your work has on the lives of people in Greater Manchester.

**The Role:**

We are seeking a talented and passionate UX/UI Designer to join our dynamic digital transformation team. You will play a key role in shaping the user experience of our digital services, ensuring they meet the needs of our diverse communities. You will work collaboratively with product managers, developers, researchers, and stakeholders to deliver intuitive and impactful digital solutions.

You will be required to gain a good understanding of the Government Digital Service Manual, the GDS Design System, and the UK Government Technology Code of Practice.

## Key working relationships

|  |  |
| --- | --- |
| **Who**  | **Why** |
| The Education, Work and Skills Directorate  | * The initial priority for this role is to support a review of digital services for young people in Greater Manchester. This requires building strong, effective relationships with people in the directorate.
 |
| GM Digital Application Support Team members | * Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes
 |
| GM Digital senior management  | * Escalate issues, keep informed, advise and receive instructions
* Provide regular updates on key projects, issues and priorities.
 |
| GM Digital team members, including project, programme and product managers. | * Collaborate within squad structures to share knowledge and learning.
 |
| The GMCA Digital Directorate and other GMCA Directorates. | * Build collaborative working relationships.
 |
| Users of existing digital services (especially young people in Greater Manchester) | * Build collaborative working relationships.
* Understand requirements of digital service users.
 |
| GM Digital’s wider network of key suppliers. | * Build professional relationships.
* Utilise external suppliers to build knowledge and emerging practices.
 |

## Key Responsibilities

* Develop and implement engaging user interfaces for web and mobile applications.
* Collaborate closely with developers, project and product managers and stakeholders to ensure that digital services meet user needs and align with business objectives.
* Develop information architecture, user flows, wireframes, and prototypes to define the structure and interaction of digital services.
* Advocate for user-centred design principles and practices throughout the product development lifecycle.
* Stay updated on industry trends, best practices, and emerging technologies in UX/UI design.
* Ensure all designs meet accessibility standards (WCAG) and are inclusive of all users.
* Effectively communicate design concepts and rationale to stakeholders at all levels.
* Participate in agile development sprints, iterating on designs based on user feedback and data analysis.
* Own the GMCA’s digital service design system, ensuring consistency and efficiency across all digital products.
* Utilize analytics and user feedback to inform design decisions and measure the effectiveness of digital solutions.
* Work closely with developers, product managers, and other team members to deliver high-quality digital services.
* Mentor and support junior colleagues, fostering a collaborative and growth-oriented environment.

## General

* Taking a proactive approach to learning and a commitment to self-development.
* To always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
* Working with other teams internally and externally collaboration is maximised and supporting on activity where appropriate.
* Ensure the services delivered internally and externally are inclusive and accessible.
* To align work area to the Sustainability Strategy and ensure work practices are inclusive of this value & strategic intent.

**NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.**

## Knowledge, Skills, and Experience

**Essential Skills & Experience:**

* Proven experience as a UX Designer, ideally within a public sector or similar environment.
* Strong understanding of user-centred design principles and methodologies.
* Proficiency in UX design tools such as Figma, Sketch, or Adobe XD.
* Ability to create wireframes, prototypes, and user flows.
* Knowledge of accessibility standards (WCAG).
* Excellent communication and collaboration skills.
* Ability to work in an agile environment.

**Desirable Skills & Experience:**

* Experience working within the public sector.
* Knowledge of service design principles.
* Experience with data visualization.
* Understanding of UK Government digital service standards.
* Experience working with citizen facing digital services.
* Experience of delivering digital transformation activities across potentially sensitive and/or emotive areas of the public sector e.g. homelessness, victims of crime, social care.
* Experience of delivering digitally enabled change where tasks or duties might have an impact on the wellbeing of individual, or groups of people.

**What We Offer:**

* The opportunity to make a real difference to the lives of Greater Manchester residents.
* A collaborative and supportive working environment.
* Opportunities for professional development and growth.
* Competitive salary and benefits package.
* Flexible working arrangements.

## Corporate Duties

*Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.*

*Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.*

*Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.*

***Records Management / Data Protection*** *- As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.*

***Confidentiality and Information Security*** *- As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.*

***Data Quality*** *- All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.*

***Health and Safety*** *- All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.*

***Service Policies*** *- All GMCA employees must observe and adhere to the provisions outlined in these policies.*

***Equal Opportunities*** *- GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.*