

<b>Job Title:</b>	User Researcher
<b>Department:</b>	Corporate Services
<b>Section:</b>	Transformation & Technology
<b>Grade:</b>	Professional / Specialist
<b>Responsible for:</b>	N/A
<b>Responsible to:</b>	Head of User Centred Design
<b>Purpose of the post:</b>	<p>To support teams and project workstreams make informed decisions that will improve the tenant experience and enable positive outcomes for the organisation. To create a company culture that prioritises evidence-based decision making. To build and maintain strong relationships and regularly engage with representatives from all teams and stakeholder levels across the Group.</p>

### Principal Accountabilities

- Planning and performing a programme of varied user research activities over a 12 month period to establish a repository of insights that will inform decision making within the organisation.
- Conduct research with tenants and colleagues across the Group to develop the user research capability by upskilling and mentoring Gentoo colleagues in fundamental research skills and involving them in research activities.
- Produce research insights and link these into a range of workstreams and initiatives. There is a broad aim to better understand the tenant population. There are also specific requirements from the research to be defined.
- Shadowing key roles such as Neighbourhood Co-ordinators and Trades colleagues to better understand the services provided by these customer facing roles.
- Build a level of research skill within the organisation so that Gentoo can conduct basic research going forward, upskilling staff in basic research skills (such as recruitment, writing discussion guides, conducting interviews, analysing findings, sharing findings) through paired working and mentoring.
- Engage people across the company in the findings and ensure this insight becomes embedded enough to inform decision making.
- Weekly check-ins with Head of UCD and any other stakeholders considered key to the research. To ensure the researcher is supported and any blockers to the work are addressed in a timely way.
- Form an internal research advisory group which would involve monthly check-ins to share progress, discuss findings, and seek advice or support on research practicalities.
- Hold bi-monthly workshops to share and engage staff across Gentoo with research to discuss findings, engage in analysis, and consider next steps.

## Job Description and Person Specification



- Share company-wide updates within the channels Gentoo currently uses to communicate with staff such as email newsletter, Teams channel or intranet post.
- Work with a multidisciplinary team of content designers, visual designers and Business Analysts and as part of a multidisciplinary team.

*The list is typical of the level of duties which the post holder is expected to perform or be responsible for. It is not necessarily exhaustive and other duties of a similar type and level may be expected from time to time.*

### Cultural Values

- Do the right thing.
- Make a difference.
- Work together.
- Keep learning.
- Give all you've got.

### Group Responsibilities

The post holder will act as an ambassador for Gentoo Group.

The post holder must at all times comply with the Equality and Diversity policies and adopt the Group's culture of inclusion, fairness and respect. The post holder will be expected to have an understanding of inclusivity in relation to age, disability, ethnicity, gender, gender reassignment, religion and belief and sexual orientation.

The post holder must at all times comply with the Health and Safety policy and procedures and must draw to their manager's attention any unsafe working practice and conditions.

The post holder will comply with the Information Security policy and must draw to their manager's attention any security breaches.

The Group places great importance on sustainability and environmental management. It is the responsibility of the post holder to ensure that in their day to day activities they embrace sustainability and minimise the Group's impact on the environment by minimising waste and maximise recycling, saving energy, and travelling smarter in accordance with the Environmental Policy and Planet Smart Charter.

<b>Employee Name:</b>	
<b>Employee Signature:</b>	<b>Date:</b>

This Person Specification lists the essential skills, attributes and experience that are necessary in order to successfully carry out the job.

### Skills and Knowledge

- Conduct research and analysis in a rigorous and unbiased manner, drawing clear distinctions between evidenced facts and assumptions
- Conduct analysis of research to identify key themes, user needs, business needs and build up personas
- Produce the required research documentation and materials for research activity, including discussion guides and slide decks for workshops
- Recruit appropriate participants producing clear recruitment briefs, using screeners and creating schedules
- Share findings in an engaging way, using a range of tools and media as appropriate to the needs of the audience
- Accurately summarise key findings and work with the team to establish direction based on research insights
- Familiar with a variety of research techniques and can choose the most appropriate methods that will result in outcomes to support evidence driven decision making
- Talk confidently about user experience, user needs and personas

### Attributes

- Excellent communication skills (both written and verbal) with a proven ability to share user research insights clearly
- Digitally literate
- Ability to work autonomously
- Ability to design and work to a plan
- Reliable
- Naturally curious

### Experience

- Planning, scheduling and performing a programme of user research that has contributed to the improvement of a service or product.
- Experience of carrying out a variety of quantitative and qualitative user research methods such as interviews, usability studies and surveys.
- Experience of managing relationships with internal stakeholders
- Proven experience of successful delivery of user research insights on time
- Accurately summarise key findings and establish direction for a project.
- Awareness of agile processes

### Qualifications and Training

- Degree qualified (or equivalent).
- Training in user research or equivalent experience

### Other Requirements

In addition, we would expect that the successful candidate will meet the following requirements. You should make reference to them, however we will not shortlist against these criteria:

- A Full UK Driving License.