Job title: *Head of Colleague Experience UX* Location:  *HYD*

Function: Product and Tech

Reports to: *Director of UX*

No. of direct reports: *3-4*

No. of non-direct reports: *15*

Budgetary responsibility: NGR/P&L:

Purpose of role

As Head of Colleague Experience UX, you will be responsible for driving the creation of quality driven, internal- centric experiences that support our colleagues to deliver a world class experience to our customers. You will work with your counterparts in other departments to set and work towards an experience vision that supports and aligns our various internal functions. Colleague Experience covers a multitude of systems and journeys so you will possess an ability to understand product strategy at both the individual and collective level.

You will take ownership of setting the direction for the team focused on defining the experience that will enable Ivy’s customer experiences. As a member of the UX leadership team there is an expectation to support mentoring and developing people across the entire UX team

Practically your team will be comprised of both Product and Content Designers and cover a multitude of skills and abilities. Your remit will also cover taking responsibility for ensuring the right resourcing capacity and capability is aligned with cross-functional squads. This will involve understanding the future experience roadmap and balancing the development of your current team, adding strength and depth where required.

The Colleague Experience UX team will be globally distributed so you must be comfortable leading and motivating your team in a hybrid environment. With a passion for complex user problems, you will build a team around the importance of this challenge. You will seek inspiration outside of the gaming industry, seeing examples such as Salesforce, Microsoft, and WorkDay as equally valid use-cases to those within gaming.

You will also work with research to ensure an insight led approach to solving user and business problems. Furthermore, you will coordinate and align with design ops and strategy in ensuring the colleague experience pillar deliver to the wider UX and experience strategies.

Key responsibilities

As the Head of Colleague Experience UX your responsibilities will be diverse, however below are some key to success in the role.

• Develop and execute a comprehensive UX strategy that aligns with the overall business objectives and ensures exceptional experiences.

• Lead, mentor, and inspire a team of UX designers, providing guidance, feedback, and fostering a culture of creativity, innovation, and collaboration.

• Work closely with other UX heads to ensure a connected experience between internal and external objectives.

• Collaborate closely with product managers, commercial owners, technology, and other stakeholders to ensure seamless integration of the experience vision for our internal

customers

• Champion user-centric design methodologies, ensuring that design decisions are rooted in deep user insights, feedback, and usability best practices.

• Oversee the creation of interactive user interfaces, journeys and visual designs that optimize user efficiency and accuracy.

• Foster a culture of design thinking and innovation throughout the organization, encouraging creative problem-solving and the development of user-centric solutions.

• Uphold the highest standards of integrity, ethics, and professionalism in all UX design activities.

This role sits as part of the UX management team at Ivy and as such your responsibilities will on occasion sit more broadly than colleague experience. This will centre around the drive for team development towards excellence and in ensuring colleague experience sits as part of a cohesive brand experience.

Specialist skills and experience

As a UX Head at Ivy you will have expert abilities built over the course of your career to date.

Essential:

• Expert working knowledge of user centre design and associated processes and methodologies

• Strong foundation in research and analysis in ensuring an insight led approach to problem solving

• Expert approach to adapting and utilising different UX outputs to tell the appropriate story with colleagues across the business.

• Strong foundations in product design from user journey mapping through to brand application to visual design

• Experience leading teams in delivering exceptional experiences in a global distributed cross functional environment

• Experience defining a people led strategy and coordinating its execution with a design ops

• Considerable experience delivering an experience across a complex experience ecosystem

Desired:

• Experience in a complex, enterprise organisation

• Support managing budgets

• Experience working for a company where internal user optimisation is key to success

Managerial responsibilities:

• Directly manage a group of UX managers and lead level team experts

• Ensure the colleague experience team support business and industry requirements regarding responsible gaming and regulation

• Indirectly manage a sizeable UX team consisting of product and content designers of all levels of experience and expertise

• Set colleague experience specific OKRs that align with wider business and UX direction

• Recruit and develop talent that complement the team and supports the positive culture within UX

Leadership responsibilities:

• Set the vision and direction for the team in context of both the colleague experience and culture within which it is delivered

• Be the team’s manager, coach and be willing to go that extra mile in support of team growth and

satisfaction

• Have an eye for the next UX star who will complement the team

• Live the idea that the team is only as strong as the sum of its parts

• Employ a sense of empathy for our customers and team members and ensure each person understands their personal journey with Ivy

• Measure success by the performance and achievements of the team

Competencies / behaviours

• Stakeholder engagement: You will build and develop effective stakeholder relationships based on shared goals and respect

• Collaboration: By nature, you will be an effective communicator and storyteller

• Team evolution: You will invest in the team, including yourself constantly looking for new opportunities to improve

• Insight driven: You will build understanding not based on opinion, but the sound foundations of insight to understand the problem from multiple angles

• Direction oriented: Be clear in setting a long-term vision but conscious of breaking it down into measurable steps

• Set the bar: You will define how the team judge success

• Acts with integrity: Take ownership of building a sense of personal responsibility for doing the right thing for the team and our customers

• Action oriented: Find a balance but tend towards acting and learning as a journey

Diversity and equal opportunities:

As a global employer, Ivy is committed to providing a safe, fun, and inclusive culture where our people feel like they truly belong.

We are a multicultural business that values, celebrates and respects individual differences, so whatever your sexuality, gender, gender identity, ability, age, race, religion or belief, you will have a voice here, and the space to do your best work.

Our diverse internal networks provide the support for you to express your views and make a positive difference.