

UX Research Manager

March 2017

Reporting to:	Director of Research	
Direct Reports:	None	
Status:	Permanent	Full Time. We support flexible working. Please talk to us about what you want.
Salary range:	Commensurate with experience ~\$90,000 gross (this includes the PBI Fringe Benefit) + super	
Location:	Sydney	

About the organisation

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times – and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service nearly 20 years ago. Everything we create is based on the latest evidence and designed with experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 132,000 people in Australia every month. That's more than 1.58 million each year.

About the role

The Research Manager leads research efforts that explore the attitudes, behaviours and motivations of our users to make our services and products meaningful, engaging and relevant to their everyday life.

You are driven by empathy and a passion for understanding people and are skilled in a variety of qualitative methodologies. These methods include co-design workshops, 1:1 interviews, focus groups, card sorts, usability sessions and diary studies.

You are responsible for building an understanding of the organisation's users and their behaviour, and providing insights to the service, marketing and digital teams about how users interact with our products. You will take the lead on running design research and communicating findings back to the whole team, creating actionable insights to guide design and ongoing service delivery.



Your key responsibilities are:

- Designing, scoping and running user experience research to inform the design and development of digital experiences across various products
- Managing stakeholder relationships and consulting with the relevant team(s) to identify research questions
- Identifying the best research methods for these questions
- Analysing data to identify themes, actionable insights and recommendations
- Working collaboratively with teams to translate research findings into practice
- Developing a variety of communication tools to support the research, design and delivery process e.g. personas, offering maps, user journeys etc.
- Developing project plans, recruitment specifications, research protocols etc.
- Supporting the development of user research capabilities internally
- Championing user research across the organisation
- Understanding and incorporating complex technical and business requirements into research
- Communicating research findings to a variety of internal and external audiences through written reports, oral presentations, peer-reviewed journals and industry publications.

You work closely with:

With	Purpose
1. Director	The Director provides ongoing leadership, management and support.
2. Research Team	You will participate as a positive and contributing team member
3. Service Delivery, Marketing and Digital Teams	You will liaise with key stakeholders to ensure research and evaluation outputs meet their needs and are applied to continuously improve ReachOut programs and associated products.

To be successful in the role, you need:

- A minimum of a Bachelor's degree (preferably with honours or equivalent qualifications) in social/health/behavioural sciences or related field
- At least five years' experience in UX research
- To be curious, empathetic and passionate about understanding people
- Expertise in designing and conducting a range of qualitative design research methods including co-design workshops, in-depth interviews, diary studies and usability testing
- Strong understanding of the strengths and shortcomings of different qualitative

research methods, including when and how to apply them.

- The ability to identify user needs and to spot behavioural patterns, themes, insights and opportunities based on user research.
- Ability to articulate clear, actionable insights and recommendations, including through the development of different design tools (personas, user journeys, offering maps etc.)
- Strong presentation and storytelling skills, with the ability to effectively advocate for users through all phases of the design process
- Excellent interpersonal, communication, negotiation and collaboration skills, including the ability to influence stakeholders professionally and effectively
- Significant experience collaborating with product development and service teams to drive user-centred outcomes for digital projects
- Strong attention to detail
- Self-directed, organised and able to prioritise work effectively to achieve project objectives on time and budget, often within a multidisciplinary team
- Understanding and appreciation of core digital channels and capabilities, including web, mobile and social
- Able to live ReachOut's values and behaviours including the passion for engaging young people in meaningful and creative ways

We also think it would be helpful to have:

- Experience using UX prototyping tools such as Sketch and Balsamiq
- Experience using remote research tools
- Experience with quantitative research and online experiments (A/B testing) and/or interpreting Google Analytics data
- A specific interest in youth mental health and online service delivery