

Job Description

Job Title:	User Experience Specialist
Department:	Library
Reports To:	Associate University Librarian
Jobs Reporting:	User Experience Associate
Salary Grade:	USG 11
Effective Date:	June 2021

Primary Purpose

The University of Waterloo Library is the campus's partner in learning, research and innovation. Its two main locations and three satellite spaces act as interdisciplinary hubs, bringing together the knowledge, expertise and resources needed by our diverse campus community. The University was built for change and the Library exemplifies Waterloo's agility as we continuously transform our approaches to creating, discovering, using, sharing and preserving information. With a commitment to open and equitable access to information, we equip researchers and students with the critical research skills to improve our world as active citizens, creative problem solvers and agile leaders. All of our work is done with a strong commitment to equity, diversity, inclusion and accessibility.

The User Experience Specialist is responsible for organizational strategic planning and leading and managing change associated with ensuring that user experience is encompassed in all aspects of user interaction with the Library. This includes undertaking original planning and providing guidance for the implementation of new cross-departmental strategies and initiatives designed to support success in the use of library resources and services.

The Specialist plans, prioritizes and coordinates investigations into user behavior, experience and needs and makes recommendations on the evolution of the Library's physical help service points, the built environment, virtual help services and the users' web experience. The Specialist champions a user focused culture and is a collaborator in ensuring that all services and spaces are accessible.

Key Accountabilities

Organizational strategic planning and priority setting:

- Provides expert leadership and guidance in organizational strategic planning related to user experience with the Library
- Leads the Library's User Experience Strategy team in taking an evidence-based approach to:
 - Identify areas within the physical and virtual environment requiring further investigation
 - Set priorities and plan assessment activities
 - Identify resourcing needs and create proposals to move forward strategic initiatives
 - Build a shared understanding of the user experience across library services and user groups
- Translates user experience assessment outcomes and makes library wide strategy recommendations to Library administrators for evolving and promoting Library services and resources
- Fosters campus-wide collaboration, information sharing, and partnerships to align strategic priorities and priorities related to the user experience
- Collaborates with colleagues at the University of Guelph, Wilfrid Laurier University, OCUL (Ontario Council of University Libraries), CARL (Canadian Association of Research Libraries) and ARL (Association of Research Libraries) member institutions on the user experience aspects of collaborative ventures

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Planning and assessment:

- Provides leadership with the selection and implementation of appropriate qualitative and quantitative research methods and usability studies to assess user needs, preferences and trends

- Uses a collaborative approach to provide guidance and direction to library staff in the design and conduct of user experience assessment
- Oversees the analysis of study results, communicates results and makes recommendations to senior decision makers in the Library for strategically improving existing help services, developing new help services and retiring in-person and online services based on user feedback
- Inspires and leads change as services and service models evolve based on user experience assessment outcomes
- Ensures tracking, documentation, and archiving of user experience projects

Training and development:

- Mentors and trains across the organization to guide library leaders, departments, committees, and individuals regarding user experience research methods and assessment
- Provides functional direction for the User Experience Associate and staff with user experience support responsibilities included in their job descriptions.
- Remains current and conversant with trends and practices within the user experience community and transfers this knowledge to Library committees and staff, as well as faculty, staff and students
- Participates in professional development in areas such as research, courses, conference presentations, posters and ongoing skills acquisition

As a supervisor:

- Makes decisions on the hiring of their direct report(s), in consultation with the AUL
- Coaches, trains and develops employee(s) to assure growth and development of that (those) individual(s)
- Conducts regular performance reviews with direct report(s), and ensures adherence to annual Performance Planning process

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- A Master's degree in a relevant field, with an emphasis or specialization in areas such as Human Factors Design or User Experience design. An ALA-accredited Master's degree in Library/Information Science is an asset.

Experience

- Strategic planning and priority setting experience
- Demonstrated experience working and leading in collaborative team settings
- Project management experience
- Commitment to fostering positive working relationships & building partnerships

Assets

- Experience with user centered design and knowledge of accessibility standards and legislation
- Supervisory experience an asset

Knowledge/Skills/Abilities

- Demonstrated ability to provide leadership in implementing outcomes of research into user behavior
- Proven excellent facilitation and communication skills, including oral, written and active listening
- Demonstrated knowledge of and experience with user experience methods, tools, software and techniques for gathering feedback from service areas, programs and directly from users in a library or university setting
- Demonstrated ability to analyse data, visualize results, synthesize recommendations and communicate findings for diverse audiences
- Demonstrated ability to lead and manage change
- Proven ability to work effectively in a service oriented environment, which values collaboration and collegiality
- Microsoft Office skills: MS Word – Intermediate, Excel – High, PowerPoint - Intermediate
- Web usability software; focus group protocols development; etc.

Nature and Scope

- **Contacts:** Internally, communicates with employees in all groups and departments throughout the Library and University community. Externally, communicates frequently with colleagues at other institutions in order to execute work.
- **Level of Responsibility:** The position provides cross-departmental leadership in strategic planning and priority setting and is responsible for making recommendations to senior library administrators. As chair of the Library's User Experience Strategy team, the position provides oversight and leads planning and prioritization for user assessment activities that align with library and campus strategic themes and goals. Original planning and guidance for the implementation of new cross-departmental strategies and initiatives for high quality user-focused services are included in the responsibilities for this position. Functional direction is provided for staff members with user experience support included in their job descriptions and direct supervision is provided for students gaining user experience skills and knowledge through experiential education arrangements with the Library.
- **Decision-Making Authority:** The position is responsible for providing leadership in library-wide strategic planning and priority setting related to continuous improvement of the user experience with the Library's physical and virtual environment. The position consults broadly with department heads, managers, senior library administration and campus partners and makes evidence-based recommendations related to the user experience with the Library. The position is highly collaborative, builds consensus and coordinates planning activities with library and campus staff, departments, committees and working groups.
- **Physical and Sensory Demands:** Minimal exposure to disagreeable conditions typical of an office environment.
- **Working Environment:** Exposure to stresses related to pressures and priorities related to undertaking typical professional responsibilities. Work beyond normal business hours may be required