



Product Designer
Recruitment Pack
March 2024

Dear Applicant,

Thank you for your interest in this important role at the University of Lincoln Students' Union group of companies.

Predominately, as a Charity, we aim to ensure that all our members get the most out of their student experience at the University of Lincoln, whatever their interests or aspirations. We support students in numerous ways, such as facilitating a range of opportunities for extracurricular activities including sports and societies and volunteering opportunities, as well as engaging with Campaigns Groups, academic representation and running an Advice Centre advising on financial, academic, housing and wellbeing concerns. We have been blessed with a highly engaged staff team who all work to understand that they are making a real change to our members' lives every day they come to work.

In addition to our Charitable work, the Charity oversees four trading subsidiaries. These companies range from providing licensed trading facilities for Students and the local community in our Engine Shed, Towers, The Swan and The Barge operations, to providing an estate agency and accreditation scheme as well as two very successful tech companies. The profits from these commercial companies are then re-invested into student opportunities and support.

The Students' Union Management System (SUMS) Ltd. Is an award winning, sector leading CRM system, developed by a Students' Union, for Students' Unions. The SUMS platform helps ensure that students at the University of Lincoln, and all other Students' Unions that have licenced out the platform, have the best possible experience during their time at university. Our in-house team of developer's custom build modules for the platform and apps to ensure the experience of the users is continually improving.

We are looking for staff who want to work in a challenging but unique sector, who have the right culture and professional standards that we need to drive the organisation forward in to the future. We have fun and aim to create an exciting, vibrant and diverse working environment, whilst maintaining high professional standards and ensuring expectations are met.

Within this role you will create innovative and user-centred designs that enhance the functionality, usability, and aesthetic appeal of our products and services. Your designs will play a crucial role in shaping the overall user experience, driving user engagement, and ultimately contributing to the success of our products in the market.

For an informal conversation about this role, please do get in contact to arrange a time to chat!



James Brooks

SUMS Managing Director / ULSU Group Chief Executive

A stylized, handwritten signature in white ink, appearing to be 'JB' or similar, set against a teal background.

Our Organisation

An SU that makes a positive and noticeable difference to the lives of our members.'

Our Vision is to be...

A Students' Union where every Lincoln student has a great experience and is encouraged and assisted to fulfil their potential both at University and in life.

Our Mission...

We will be an independent, democratic, membership organisation, working in partnership with the University of Lincoln to ensure that our members' voices are heard, amplified and acted upon. We will be an important part of shaping and developing our students' academic, social, sporting and working life by providing services, advice, support and representation to all that need it, so that our students can be work-ready when they graduate.

Our Values...

Approachable

We will make sure that every student knows who we are, where we are, and what we can do for them at any time of the day.

Honest

We will always be honest with our members. Everything we tell them will be the truth – they can trust us.

Dynamic

We will always respond and act quickly to any issues that affect our members, on campus, in the local community, or nationally.

Sustainable

We will educate and provide opportunities for our students to live in a more sustainable and environmentally friendly way during their time in Lincoln. Quality We will make sure that everything we do is to a high standard. In everything we do, we will always aim to be the best.

Quality

We will make sure that everything we do is to a high standard. In everything we do, we will always aim to be the best.

Strong

We will be a strong, sustainable Union that our members can trust to make their experience at Lincoln the best it can be.

About this Role

Product Designer, Full-time, Permanent, 37 hours/week

Grade 6A, (£32,006 per annum) plus competitive benefits including pension, holiday allowance and salary sacrifice schemes.

This is an exciting opportunity for a Product Designer to join a fast growing, dynamic and award-winning organisation. The University of Lincoln Students' Union is a not-for-profit, value led organisation which exists to represent the interests of the 17,000 students and support their wider student experience through extracurricular activity.

In this role you will create innovative and user-centred designs that enhance the functionality, usability, and aesthetic appeal of our products and services. Your designs will play a crucial role in shaping the overall user experience, driving user engagement, and ultimately contributing to the success of our products in the market.

Details of this post and of all our vacancies, plus details on how to apply, can be viewed on <https://lincolnsu.com/vacancies>. If you have any queries or if you require any reasonable adjustments to be made throughout the recruitment process, please email: recruitment@lincolnsu.com.

The closing date for completed applications is Thursday 21st March at 12pm.

If successful, candidates may be invited to and attend a panel interview the on Monday 8th April 2024.

The University of Lincoln Students' Union is committed to being an equal opportunities employer.

Job Description

JOB TITLE: Product Designer	DEPARTMENT: Student's Union Management Systems (SUMS) Ltd
LOCATION: SUMS	REPORTS TO: Chief Product Development Officer
SALARY: Grade 6A (£32,006 per annum), Permanent, Full Time, 37 hours per week	DATE: February 2024

Key Responsibility 1

Design Conceptualisation and Ideation

- To utilise design principles to thoroughly explore problems; analysing and synthesising insights to create solutions.
- To develop conceptual sketches, wireframes, and prototypes to explore and communicate design ideas.
- To design intuitive user flows and information architectures that simplify and distil down complex actions into usable interfaces to optimise the user journey.
- To lead and facilitate co-creation sessions for key stakeholders to explore problem spaces and ideate potential solutions.
- To scope and design, in partnership with key stakeholders, product design concepts (based on user requirements); ensuring that developments are validated by real users.
- To define and document detailed product requirements, user stories and acceptance criteria, working with the Development Team to ensure that features are implemented according to specification and meet user needs.
- To support the Development Team in the creation of visually engaging and user-friendly interface designs (through UX/UI) to enhance user interactions.
- To conduct user testing sessions to validate design decisions and iterate on designs based on feedback.
- To develop and maintain a clear and compelling product strategy and roadmap, in partnership with the Chief Product Development Officer that aligns with the company's overall vision and objectives.

Key Responsibility 2

User Research and Analysis

- To plan and facilitate both qualitative and quantitative research activities (including setting-up A/B tests, user interviews, and usability testing) to understand behaviours, needs and pain points.
- To analyse user feedback, market trends and competitor products to identify strengths, weaknesses, and opportunities for future product developments ensuring SUMS remains competitive in the market.
- To proactively identify new product improvement opportunities using data, customer insights, core user personas and competitor analysis; translating insights into actionable design features/improvements.
- To stay up to date on current industry trends and market conditions.

Key Responsibility 3

Product Management and Communication

- To communicate design concepts, rationale, and decisions clearly and confidently to key stakeholders.
- To support the Development Team to actively engage in the Students' Union; strengthening their understanding of the operational processes behind developments.
- To participate in the quality assurance/testing process, ensuring they are implemented correctly implemented and meet design specifications.

- To develop go-to-market strategies and launch plans, in partnership with the Chief Product Development Officer, for new products and features.
- To coordinate product launches, in partnership with the Customer Support, to ensure they are delivered successfully.
- To establish key performance indicators (KPIs) to measure the success of products and features.
- To monitor and analysis product performance data to identify areas for improvement and optimisation.

In addition, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

Additional Information

Scope and Dimensions of The Role	<ul style="list-style-type: none"> • Work in a manner that reflects the values of the organisation as shown in the Union's constitution and strategic plan, and in line with Union policies and procedures. • Promote a positive image of the University of Lincoln Students' Union at all times. • Keep abreast of relevant national and local developments and attend conferences, training events and meetings as necessary. • Maintain confidentiality in respect of all areas of the job responsibilities and be aware of current policy relating to current Data Protection Legislation. • Engage in appropriate training programmes as identified by your line manager. • Participate in the staff performance and development review scheme. • Actively follow and promote Union policies. • Some attendance at meetings outside normal office hours may be required to meet the needs of students and a flexible approach to working is essential. • Develop strong relationships with members of the Union's Senior Management Team. • To undertake such other additional duties as may be required from time to time within the overall scope of the appointment as directed by the Senior Management Team.
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Key Working Relationships	<ul style="list-style-type: none"> • Chief Product Development Officer • Chief Technology Officer • Product Designer • Internal Staff Teams (Customer Support/Development) • Lincoln Students' Union Staff Team
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External Contacts	<ul style="list-style-type: none"> • SUMS Users – Students' Union Contacts
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Author	J.E Gregory- Gallagher	Date Published	February 2024
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Person Specification

Selection Criteria	Essential (E) or Desirable (D)	Where Evidence Application (A), Interview (I), Presentation (P), References (R)
Qualifications:		
Degree in Product Design, Human-Computer Interaction, or related field.	E	A, I
Experience:		
Proven experience as a Product Designer or similar role, with a strong portfolio showcasing design projects and problem-solving skills.	E	A, P
Experience in design tools such as Sketch, Figma, Adobe Creative Cloud, or similar.	E	A, P
Experience of developing sketches, wireframes, and other design artefacts for digital design projects.	E	A, P
Experience designing multiple features that are broad/ambiguous in scope and encompass an end-to-end experience across a variety of platforms.	E	A, I
Experience of interaction design with knowledge to define how an experience should behave based on understanding people's needs, plus consideration of how this product will scale.	E	A, I
Visual design experience with proficiency in typography, desktop/mobile UX and UI, colour, layout, iconography, and aesthetic sense and how these elements impact product function.	E	A, I
Experience in developing product goals, identifying opportunities, and making decisions based on the impact to people and the company.	E	A, P
Experience of conducting research and applying insights to inform design decision making.	E	A, I
Experience of self-initiated end-to-end product design work, from research and insight gathering through to ideation, prototyping, testing and handover.	E	A, I
Experience actively creating marketing content from a user perspective.	D	A, I
Experience of working in a fast-paced, commercial environment with a track record of delivering high-quality work that delivers positive results.	D	A, I
Skills and Knowledge:		
Strong understanding of user-centred design principles and UX/UI methodologies.	E	A,P
Ability to conduct, interpret, and present qualitative and quantitative feedback and research.	E	A,I
Proven ability to conveying complex design concepts and product roadmaps.	E	A,I
Ability to effectively communicate confidently and persuasively around design concepts.	E	A,I
Proven experience in all phases of the design process including user research, copywriting, wireframing, prototyping, visual design, interaction design, and usability testing.	E	A,I
Ability to reduce complex problems down to flexible, intuitive patterns and solutions.	E	A, I

Proven ability to communicate design rationale and decisions with a range of stakeholders.	E	A, I
Ability to manage multiple priorities, adhere to deadlines, and iterate quickly in a highly collaborative, fast-paced environment.	E	A, I
Ability to balance technical constraints, business requirements, and marketing considerations.	E	A, I
Excellent communication and interpersonal skills, with the ability to effectively lead and collaborate with cross-functional teams.	E	A
Experience working in an Agile Development Environment.	D	A, I
Competencies & Personal Attributes:		
Excellent communication and collaboration skills, with the ability to work effectively in cross-functional teams.	E	A, P, I
Excellent time and project management skills.	E	A, I
Excellent attention to detail and an intuitive eye for customer needs beyond the obvious.	E	A, P
Passion for design; not satisfied with the status quo and always thinking of ways to improve.	E	A, P
Creative problem-solving skills	E	A, P
Dynamic, creative personality, effective at engaging and influencing a variety of audiences.	E	A, I
Confident strategic product thinker	E	A, I
Business Requirements:		
May be required to work the occasional evenings and weekends	E	A

Essential Requirements are those, without which, a candidate would not be able to do the job.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Please refer to the Guidance for Applicants accompanying this Recruitment Pack for further information.

Guidance for Applicants

Equality & Diversity

The University of Lincoln Students' Union is committed to ensuring all applicants have an equal opportunity when going through the recruitment process. As such, to ensure a fair process, this guidance document has been created to ensure all applicants have the same information. At any point during the recruitment process, if you require any help or reasonable adjustments made during the process, then contact recruitment@lincolnsu.com where a member of the HR Department will help you as best as they can.

Data Protection

Information provided by you in your application may be copied for use during the recruitment process. Once the recruitment process is completed, the data supplied by unsuccessful applicants will be stored for at least 6 months and will then be destroyed. The application of the successful candidate will be retained and used as part of the employee's personnel file.

Applicant Declaration

The applicant declaration form is available to download from our website <https://lincolnsu.com/vacancies/staff>. Please ensure that this is filled out accurately as your application will not be processed if it is incomplete from question 2 onwards. Any information provided in this section will not be used as part of the application process and will be removed to ensure no bias by any members of the panel.

Please let us know if any adjustments are necessary to any part of the recruitment process in order to cater for a disability. If you are offered the position, any adjustments that may be required will be considered in consultation with you. Please contact the HR Department on recruitment@lincolnsu.com if you wish to submit your application in an alternative format.

CV and Cover Letters

Along with an Applicant Declaration form and candidate screening, applicants must submit a CV and Cover Letter, along with a portfolio to be considered for this vacancy. Any information that you wish to be included in the application process must be included in the CV, Cover Letter and portfolio. There may be certain situations whereby additional supplements will be accepted, such as portfolios, but these will be requested on the job advert.

Rehabilitation of Offenders and Disclosure

You are required to list any convictions that are not spent under the Rehabilitation of Offenders Act 1974. These will not be taken into consideration unless they are relevant to the duties of the post. If you need any further guidance, please contact the address on the previous page. Under the Police Act 1997, a Disclosure may be required from the Criminal Records Bureau prior to the confirmation of an appointment. A copy of the Criminal Records Bureau Code of Practice on Disclosure is available on request.

Education & Training

On your CV, you should include any formal education that you have received, with grades. E.g. University, Sixth Form, etc. As well as the details of any professionally accredited training courses that you

have completed, with details of professional membership bodies, including any membership expiry dates if applicable.

Details of Relevant Training Courses Attended

Please also include any personal development courses in your application, such as First Aid, or Microsoft Suite training, along with the expiry date if applicable and the training provider if different to your most current place of employment.

Employment

Please provide details of your current/most recent employment, along with any notice period required. Then please provide a summary of your main duties and responsibilities within your role. This section does not need to be too long but a brief outline of what you did within your role.

Previous Employment

Please include information on your employment and voluntary history for the past 10 years, including length of employment, what the role was, and key responsibilities during that employment. Each section regarding key responsibilities does not need to include too much information, but just a brief overview of your main duties.

Experience

You should explain how your previous experience will allow you to fulfil the role you are applying for. The Job Description and Person Specification, which can be downloaded from the vacancy page, will help you tailor your experience for the role that you are applying for.