



## Red Bee Media Limited

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### JOB SPECIFICATION

**Job Title: Information Architect**

**Base: Broadcast Centre**

**Grade: TBC**

**Contract: TBC**

#### **Job Purpose**

You will be responsible for the user experience design, navigation, for all digital media across a range of clients and solutions.

Applying user-centered design methodologies to translate user needs, business objectives, and technology capabilities into world-class user experiences for our clients. We are looking for people who are passionate and are experts in their field, with a proven track record for delivery of projects.

#### **Context**

Red Bee Media specialises in the delivery and promotion of digital media and offers the complete range of services required to promote, playout and provide access to broadcast content across all media, from television to mobile phones. With over 1000 staff in London and almost 100 around the UK and revenues in excess of £100million, Red Bee Media is the largest playout and channel management business in the UK , providing critical services to a number of broadcasters including the BBC, UKTV, Channel 4 and Five.

Initially focussed within the UK , Red Bee Media has successfully won business globally and is developing plans to expand in Europe , Asia and the USA – wherever possible using its state-of-the-art Broadcast Centre based in West London.

Please log onto [www.redbeemedia.com](http://www.redbeemedia.com) for further information.

#### **Key Accountabilities**

Working closely with design and technical teams in the development of digital campaigns.

Encompass a range of disciplines, usability, copy, accessibility, as well as site structure and navigation schemes.

To be able to define the full framework of IA including project requirements,

technical/functional specs, IA, site maps and wireframes, into a Scope of Work document.

Can employ user research techniques and methodologies, to provide new insights into how clients understand their users' interactive needs.

Perform heuristic and competitive site evaluations/audits and develop content inventories.

Translate user and business needs, through site assessments, user scenarios, content audits, prototyping, personas, site maps and wire-frames.

Implementation of international GUI standards.

Involved in internal and external user testing, focus groups, new technologies to test and track user interaction.

Work with interactive design team to develop navigation, interactions and page-level information design.

Adhere to and best practice usability standards and keep abreast of new technologies.

Proactively promote the need for IA both internally and to clients, seeking solutions and opportunities to projects.

Full understanding of the dynamics of a client's business and the sector in which it operates.

Work with the company process and to escalate any issues and raising them before they happen and presenting a solution.

### **Person Specification**

A degree in a design related discipline: Interaction, Information or Interface design: Human-Computer Interaction.

Advanced knowledge in user-centred design methods and techniques.

Advanced to expert in Visio and ability to produce prototype HTML wireframes.

Ability to demonstrate excellent analytical and process-oriented skills with excellent attention to detail.

Demonstrable ability to co-ordinate multiple projects simultaneously.

Ability to present in an engaging and articulate manner, to effectively sell ideas into the client and team.

Strong interpersonal skills - experience of building relationships with clients and teams at all levels.

Proactive and excellent organisational skills.

Sensitivity and understanding of the creative product.

## **Competencies**

**Managing Relationships and Team Working:** Able to build and maintain effective working relationships with a range of people. Works co-operatively with others, to be part of a team, works together as opposed to working separately or competitively

**Communication:** The ability to get ones message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.

**Influencing and Persuading:** Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

**Leadership:** Ability to create a vision and inspire others to realise it irrespective of circumstances. Is able to identify and apply opportunities for learning to assist with the team and individuals development.

**Resilience:** Can maintain personal effectiveness by managing own emotions in the face of pressure, set backs or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.

**Initiative:** Demonstrates a preference for taking action. Does more than is required or expected in the job, to improve or enhance job results or avoid problems.

**Flexibility:** Adapts and works effectively with a variety of situations, individuals or groups. Is able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in ones own organisation or job requirements.

**Planning and Organising:** Establishes an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, attention to detail, staffing and resource requirements.

***(A job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved).***