

Job Specification

Vacancy: Digital UX Specialist
Date: 20th August 2021
Company: Energia Customer Solutions

Your company

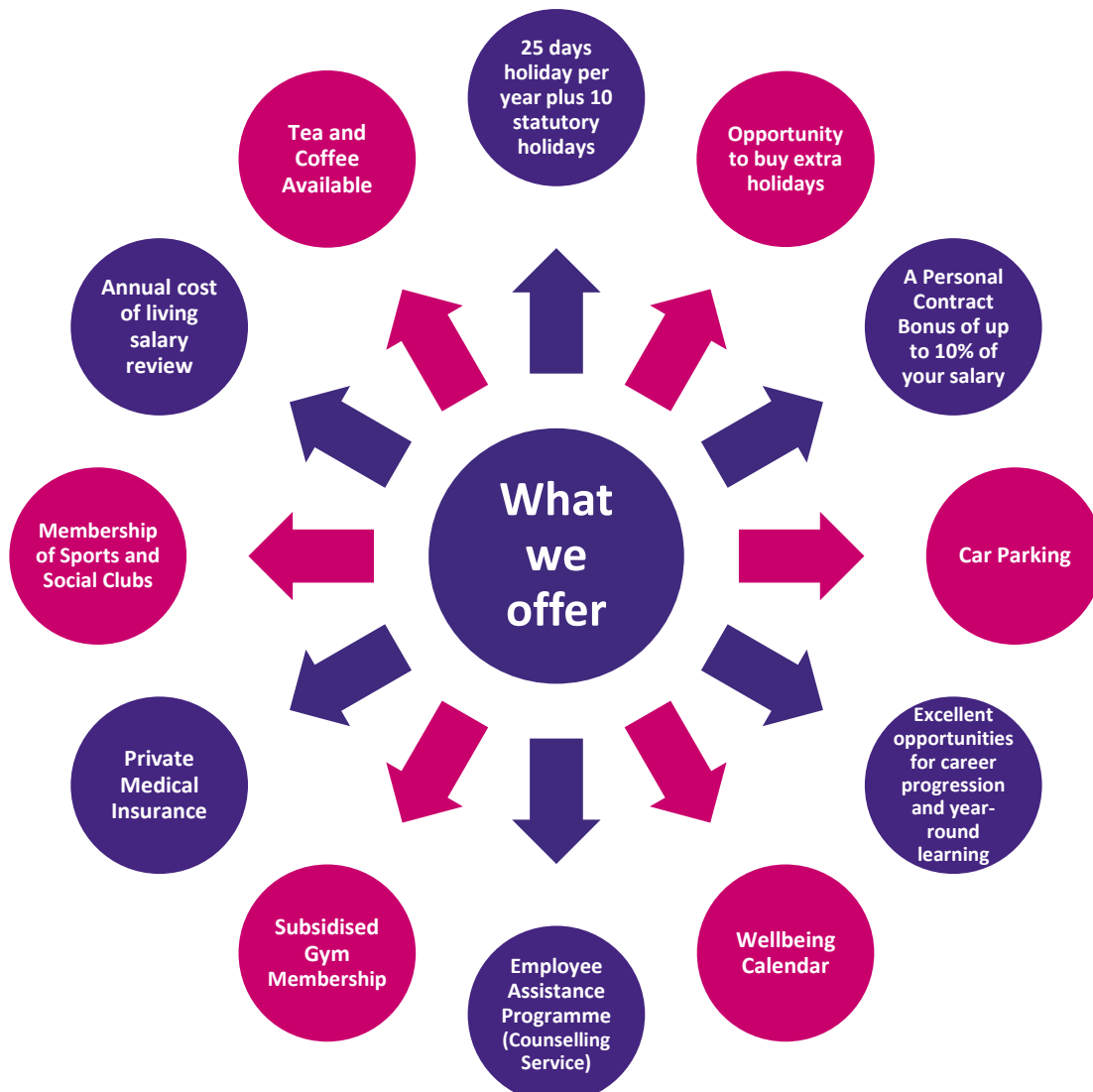
Leading the energy industry in the Republic of Ireland and Northern Ireland, Energia Group operate in three separate areas: **Renewables, Flexible Generation and Customer Solutions**. With an annual turnover of circa €2 Billion, Energia Group is one of Ireland's Top 50 Businesses.

Our industry is in a constant state of change and we need exceptional people like you to help us deliver the future of energy.

So... are you ready to bring your #positiveenergy to the team and switch on your career with Ireland's leading energy provider?

What we offer

In addition to the all-important competitive salary and generous company pension (up to 6%), we also want to shout about some of our other great benefits;



Join our Award-winning team!

- Responsible Business Mark (Business in the Community)
- Best Use of Insights (ESA Awards 2021)
- Digital Innovation of the Year (Digital DNA Awards 2020)
- The Green Energy Provider Award (Green Awards 2020)

Location

This role can be based in either our Dublin or Belfast offices, and hybrid working arrangements will be available.

Your new role

As a UX Specialist you will work closely with our web development and creative agencies to convert customer problems and business requirements into elegant design solutions that have a positive impact on our customers. You will be a part of an award-winning marketing team with many successful campaigns to show for the last five years. You will collaborate across the Digital team that sits within the Marketing Department, working closely with the product manager, marketing managers, other agencies, and wider stakeholder groups. This is an exciting role with vast opportunities to delve in many innovative and interesting areas of the wider Energia Group business, spanning Energia Renewables, Energy Services and more.

You will be solving problems at every stage of product development; from concept to delivery-effectively developing the structure and experience of how our customers will navigate our websites and apps.

Your design solutions will be required on some of Energia's most important customer facing channels and the change you deliver will impact thousands of customers. This is the first role of its kind on the Energia marketing team and the chosen candidate will demonstrate leadership qualities, having the opportunity to lead and grow our in-house creative team.

Key responsibilities and accountabilities:

- Overseeing UX design, and consistency of design/experience for Energia Group customer facing apps, and websites in line with business needs.
- Understanding user behaviour and the entire end to end customer journey.
- Create digital empathy maps / paths and devise hypotheses on where goals can be optimised.
- Designing detailed focused solutions that are centred around our customer needs.
- Analysing customer insights using tracking and performance tools to propose new design flows to increase customer registrations and improve the overall holistic customer experience.
- Collaborating with designers and cross functional teams to redesign multiple customer-facing websites for both our domestic and commercial customers.
- Growing concepts through design exploration, ideation, and user validation.

- Producing and facilitating design thinking sessions and workshops.
- Working with designers to produce interactive prototypes, wireframes and production-ready visual design.
- Working with Product Managers/Owners to understand objectives, outcomes and requirements to develop your design solutions.
- Presenting design solutions to stakeholders and team members, providing solid rationale behind design decisions and incorporating feedback into the design cycle.
- Exhibiting excellent visual design skill with sensitivity to user interaction, functionality and accessibility.

Essential Criteria:

(Qualifications, experience, skills, or knowledge you **MUST SHOW YOU HAVE** to be considered for the job)

- Experience analysing user behaviour to generate insights using tools like Google Analytics, Decibel, Hotjar, Raygun or similar.
- Demonstratable approach for converting insights into hypotheses then testing these using split or multivariate testing tools.
- Experience of owning the digital user experience journeys across multiple website/apps, and ensuring quality, consistency, and a smooth user flow.
- Proven capability of communicating and prototyping interactions in an agile manner to team members and relevant stakeholders.
- Proven experience in developing and maintaining brand identity across imagery, colour theory, and typography.

Desirable Criteria:

(Used to help decide between candidates who meet ALL the Essential Criteria)

- Previous experience in the energy industry or working with innovative future-focused clients.
- An interest in green energy, sustainability & innovation.
- Experience using CMS platforms such as Kentico, EpiServer, Wordpress or NopCommerce
- A solid understanding of HTML, CSS and web design principles.
- Video editing and animation skills.
- Proven skills and proficiency using industry standard tools such as Sketch, Adobe XD or other similar tools.

Competencies: the successful candidate must demonstrate the below behaviours.

Communication

Clearly communicates to a variety of audiences using a range of methods. Able to facilitate discussions on specific subjects or of a complex nature.

Taking Ownership

Provides creative solutions to business issues/ needs, ensuring lessons are learned and improvements made. Monitors and drives effectiveness, compliance, and competitiveness of specific processes.

Judgement & Decision Making

Makes good timely decisions based on analysis, knowledge, and experience. Provides specialist advice to others.

Drive for Results

Develops, prioritises, and delivers on agreed actions. Displays creativity in problem solving.

Additional Requirements:

The job requires a considerable degree of commitment, flexibility and adaptability on the part of the job holders to meet quality standards and work deadlines. The individual must have a forward-thinking approach and be able to work independently.

To Apply

Simply click on the **Apply Now** button located on the job advert.

A reserve list will be held for 6 months in which you will be placed if you are suitable for the role.

Energia Group is an equal opportunities employer.

