

A wānanga provided in section 162(4)(b)(iv) of the Education Act 1989, is characterised by “teaching and research that maintains, advances and disseminates knowledge and develops intellectual independence, and assists the application of knowledge regarding āhuatanga Māori (Māori tradition) according to tikanga Māori (Māori custom)”.

<b>Tūranga</b> <i>Position</i>	<b>UX SME (User Experience Subject Matter Expert)</b>	
<b>Uepū / Wāhanga</b> <i>Department</i>	<b>Tauira Engagement and Experience / Marketing and Communications</b>	
<b>Takiwā / Rohe</b> <i>District</i>	<b>Te Puna Manaaki</b>	
<b>Wāhi Mahi</b> <i>Location</i>	<b>Te Awamutu</b>	
<b>Whakatau ki</b> <i>Reports to</i>	<b>Team Lead – National Tauira Services</b>	
<b>Māka Pūtea</b> <i>Salary Grade</i>	<b>AD8</b>	
<b>Māngai Pūtea</b> <i>Financial Delegation</i>	<b>N/A</b>	
<b>Wā Roanga</b> <i>Tenure</i>	<b>Permanent, full time</b>	
<b>Ngā Rōpu Whaihua</b> <i>Functional Relationships</i>	<u>Internal</u> <ul style="list-style-type: none"> <li>• TWoA kaimahi</li> <li>• Project/change stakeholders</li> <li>• Uepū &amp; Takiwā Management</li> <li>• Tauira</li> </ul>	<u>External</u> <ul style="list-style-type: none"> <li>• External stakeholders</li> <li>• Online key influencers</li> <li>• Consultants &amp; Suppliers</li> <li>• Contractors and Delivery Partners</li> <li>• External vendors</li> <li>• Government Agencies</li> <li>• Other tertiary providers</li> </ul>

### **Pūtake Tūranga - Role Purpose**

The primary purpose of the UX SME is to conceptualise the functionality contained within interactive interfaces of TWoA applications that span the complete tauira (student) journey. Working alongside vendors and the marketing and design teams, the role is responsible for optimising the usability of applications to allow the end user to accomplish their objectives in a manner that results in a positive user experience. This role will establish and maintain strong working relationships across uepū (departments).

Key Performance Indicators	Success Factors
<p><b>Customer Experience and Engagement</b></p> <ul style="list-style-type: none"> <li>- Develop and implement an omnichannel, taura centric experience and engagement strategy</li> <li>- Develop and deliver a personalised content and experience architecture based on taura needs</li> <li>- Optimise technical interaction and web architecture for taura recruitment based initiatives to optimise individual learning motivations and purpose</li> <li>- Develop and implement a single customer knowledge based repository across all touchpoints</li> <li>- Recognise and target a multilingual audience and user capability recognised in the user experience</li> <li>- Optimise usability of existing interfaces and layout of data and functionality</li> </ul>	<ul style="list-style-type: none"> <li>- User Experience Engagement Strategy results in improved interaction design, web and mobile information architecture and aligns to functional objectives</li> <li>- Architecture of content reflects and responds to user needs and individual persons</li> <li>- Technology and web architecture initiatives are responsive to taura needs and optimise engagement and user experience</li> <li>- Customer knowledge based repository developed and implemented and meets end user needs</li> <li>- User experience is taura and multilingual centric and aligns with user capability and needs</li> <li>- Interfaces are assessed and proposals submitted to update layouts as required</li> </ul>
<p><b>Design and Branding</b></p> <ul style="list-style-type: none"> <li>- Provide guidance on the use of branding, brand guidelines, tikanga application (ie usage of tohu) as Brand Champion for Kahutaupua &amp; Taupārongo</li> <li>- Provided key liaison support for Kahutaupua, in particular the marketing and design teams, for review and approval of user interface and graphic design, use of branding and tohu in digital systems</li> <li>- Design and prepare digital assets and/or improvements to the taura journey</li> </ul>	<ul style="list-style-type: none"> <li>- Brand guidelines are adhered to across all digital user experience information architecture</li> <li>- Responsive and customer centric service orientation provided to Kahutaupua and stakeholders in delivery of design and branding functional support</li> <li>- Digital asset designs result in successful integration across multi systems and meet end user needs</li> <li>- Liaison for publishing of graphics for Zoom units</li> </ul>
<p><b>User Interface and User Experience Design</b></p> <ul style="list-style-type: none"> <li>- Collaborate and guide the Kahutaupua team on UI and UX design</li> <li>- Collaborate and guide external vendors on UI and UX design</li> <li>- Design UI and UX for internal digital systems and projects in collaboration with project teams</li> </ul>	<ul style="list-style-type: none"> <li>- Kahutaupua champion for all UI and UX related design</li> <li>- Works in collaborative and customer centric focused approach with all vendors and stakeholders in support of project delivery</li> <li>- Guidance is provided and collaborative partnerships fostered with front end developers</li> </ul>

<p>to support project design decisions</p> <ul style="list-style-type: none"> <li>- Create conceptual, low and high fidelity prototyping (ie paper sketches, Balsamic mockups, interactive prototyping)</li> <li>- Create pixel perfect UI designs for interfaces alongside Marketing &amp; Design Teams</li> <li>- Liaise with external vendors (ie developers, designers, PMs) for all requirements and QA</li> </ul>	<p>for UX QA and best practice</p> <ul style="list-style-type: none"> <li>- Usability of existing interfaces is optimised by assessing existing layout of data and propose updated layouts and functionality</li> <li>- UI designs are appropriate and created collaboratively with Marketing &amp; Design teams</li> <li>- All requirements and QA are available as required</li> </ul>
<p><b>User Experience Research, Monitoring and Improvement</b></p> <ul style="list-style-type: none"> <li>- Monitor and research user feedback through analytics</li> <li>- Manage and monitor analytical tools including Google Analytics, Google Tag Manager and Website experience</li> <li>- Develop analytics strategy and solution design across organisational systems</li> <li>- Implement and manage analytics systems and the user experience to align with organisational systems</li> <li>- Champion and drive the review and improvement of organisational analytics systems and tools</li> <li>- Design and implement analytical reporting to stakeholders</li> <li>- Support the delivery of training and workshops for users of analytics data self-service</li> <li>- Provide key liaison and support for system owners, developers and vendors</li> </ul>	<ul style="list-style-type: none"> <li>- Analytical reporting is delivered to stakeholders within the required timeframe</li> <li>- Customised dashboards are created for users of analytics data</li> <li>- Collaborative and customer centric support is provided to resolve analytical system performance defects and problems</li> <li>- A range of methods is used to engage with stakeholders to drive and champion user experience analytics through workshops, user interviews, monitoring and assessments</li> <li>- User feedback systems are implemented and provide data that supports ongoing improvement of analytics</li> <li>- Best practice analytical tools are utilised to provide accurate and timely reporting</li> <li>- UI/UX solution design is supported with training as required and new apps are scoped with user and stakeholder workshops as required</li> <li>- Analytics performance defects and issues are responded to and issues, defects and bugs are identified and resolved</li> </ul>
<p><b>Project Management and TEC Liaison</b></p> <ul style="list-style-type: none"> <li>- Manage project initiatives as required</li> <li>- Represent Te Wānanga o Aotearoa as</li> </ul>	<ul style="list-style-type: none"> <li>- Project management support provided as required</li> <li>- UI and UX feedback and user testing is completed as required</li> <li>- Works collaboratively with TWoA users to identify system needs</li> <li>- Representation is productive and TEC website</li> </ul>

<p>industry sector representative for Tertiary Education Commission (TEC) website and reporting tools redevelopment</p>	<p>and reporting tools are current</p>
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>- Establish and manage strategic and operational relationships with external stakeholders and kaimahi to support strategic partnerships</li> <li>- Establish and maintain quality internal relationships with kaimahi across TWoA</li> <li>- Work collaboratively with internal and external stakeholders to innovate and develop tools to support taura success</li> <li>- Maintain the highest standard of personal and organisational integrity so that TWoA's reputation is positively enhanced</li> <li>- Act according to a clear set of ethical principles aligned with TWoA Ngā Uara and challenge behaviour which does not meet ethical standards</li> </ul>	<ul style="list-style-type: none"> <li>- Leverage these partnerships to achieve strategic and operational objectives that enhances overall delivery and stakeholder satisfaction, TWoA reputation and credibility with improved service delivery</li> <li>- internal kaimahi relationships are established and maintained with demonstrated outcomes</li> <li>- Collaborative projects are committed to and working parties with internal and external groups are used to support and build innovative pathways</li> <li>- Action occurs with the full knowledge of effect on all parties and the impact of strategic goals and outcomes for TWoA and taura success</li> <li>- Behaviours demonstrate the highest standard of personal and organisational integrity that promotes credibility of self and TWoA</li> </ul>
<p><b>Health and Safety</b></p> <ul style="list-style-type: none"> <li>- Comply with all health, safety and wellness policy and procedures</li> <li>- Recognise and address circumstances to prevent unhealthy or unsafe situations</li> <li>- Perform any manual duties in a safe and responsible manner</li> <li>- Report faults in accordance with policy</li> <li>- Process risk management forms and health and safety issues accordingly</li> </ul>	<ul style="list-style-type: none"> <li>- Health, safety and wellness policies and procedures are adhered to and complied with</li> <li>- Risk minimisation assessment is completed and any identified mitigation action taken</li> <li>- Zero harm while carrying out duties and programme delivery meets all safety standards as outlined in policy and procedures</li> <li>- Faults are reported immediately to relevant personnel</li> <li>- Forms are completed that accurately reflect risks and health and safety issues</li> </ul>
<p><b>Other Duties</b></p> <ul style="list-style-type: none"> <li>- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications</li> <li>- Undertake professional development as identified</li> <li>- Attend hui kaimahi as requested</li> </ul>	<ul style="list-style-type: none"> <li>- Requests by the employer are undertaken</li> <li>- Professional development is undertaken as agreed</li> <li>- Hui are attended as required</li> </ul>

<ul style="list-style-type: none"> <li>- From time-to-time all kaimahi are encouraged to engage in other activities outside their assigned duties, such as (but not limited to) setting up and attending powhiri, hosting visitors, recruitment drives and supporting other kaimahi in their roles</li> </ul>	<ul style="list-style-type: none"> <li>- Positive engagement in activities that contribute to the overall functionality and operation of Te Wānanga o Aotearoa</li> </ul>
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*The employee shall be required to exercise all their skills and knowledge in the achievement of the position objectives and to follow any current or future procedures and policies related to achieving the objectives.*

*The responsibilities and expectations outlined in this position description may alter as business needs change. In addition, specific objectives and outcomes will be agreed to with the kaimahi's manager on an annual basis at performance review.*

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## Person Specification:

<p><b><u>Qualifications and Experience</u></b></p>	<p><b>Qualifications:</b></p> <ul style="list-style-type: none"><li>• Bachelor degree in Information Technology, Industrial Design or related field</li><li>• Full NZ Drivers Licence</li></ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"><li>• 5+ years of experience in systems related management, UX design, or related field</li><li>• 5+ years tertiary industry experience working within interactive design mediums including websites and mobile applications</li><li>• Excellent experience with software and designing web and mobile solutions for enterprise platforms</li></ul> <p><b>Āhukatanga Māori:</b></p> <ul style="list-style-type: none"><li>• Engages in cultural activities and has a sound understanding of āhukatanga Māori (values, culture and tikanga)</li><li>• Understands and uses basic te reo Māori phrases, mihi and greetings (TARM level 2 or equivalent qualification)</li><li>• Prepared to increase knowledge, understanding and everyday use of te reo and āhukatanga Māori and support other kaimahi in the same endeavour</li><li>• Actively applies Te Wānanga o Aotearoa values in the workplace</li></ul>
<p><b><u>Technical Skills</u></b></p> <p>Are the specialised skills and abilities required for a particular role</p>	<ul style="list-style-type: none"><li>• Advanced knowledge of wireframing and/or prototyping tools and methodologies</li><li>• Proven ability to influence cross-functional teams without formal authority</li><li>• Highly creative and inquisitive, able to multitask effectively</li><li>• Sound understanding and application of purpose and design-centred thinking</li><li>• Excellent verbal and written communication skills</li><li>• Proven project management skills and solutions focused</li></ul>
<p><b><u>Behavioural Skills and Attributes</u></b></p> <p>Behavioural Competencies are the role specific behaviours and attitudes required by kaimahi (staff) to be successful in their roles</p>	<p><b>Problem Solving</b></p> <p>Uses a combination of logic, analysis, experience, wisdom and advanced methods to make sound and timely decisions, and to solve problems. Solves difficult problems and creates effective solutions.</p> <p><b>Planning</b></p> <p>Accurately determines the length and difficulty of tasks and projects; sets clear, realistic and measurable goals; sets priorities and time parameters to accomplish tasks and projects; anticipates road blocks and develops contingencies to redirect tasks so momentum is maintained.</p> <p><b>Drive for Results</b></p> <p>Steers self and others to achieve or exceed results; overcomes obstacles; drives performance; and has personal commitment to excellence and a focus on attaining goals.</p>

	<p><b>Time Management</b> Uses time effectively and efficiently; concentrates efforts on the most important priorities; and independently handles several tasks at once.</p> <p><b>Customer Focused</b> Builds positive rapport with all external and internal customers. Is attentive and responsive to their needs and is proactive when finding solutions. Goes beyond expectations in providing exceptional support, advice or help. Represents Te Wānanga o Aotearoa in a positive light.</p> <p><b>Attention to Detail</b> Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved.</p> <p><b>Analytical Ability</b> Analyses, investigates and interprets data, issues and situations.</p>
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