

**JOB DESCRIPTION**

**Job Title:** Digital Accessibility Specialist

**Grade:** F

**Service:** External Relations

**Responsible to:** UX Design Manager

**Liaises with:** Staff within External Relations Directorate, IT Services, Disability and Dyslexia Team, CELT (Centre for Excellence in Learning and Teaching), Office of Institutional Equity and Students’ Union

**Location:** Docklands Campus/Hybrid

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London is underway with its transformational 10-year [Vision 2028 strategic plan](https://issuu.com/universityofeastlondon/docs/annual_review_2020?utm_source=Charlotte%2BWhite%2Btest%2Bmail%2Blist&utm_campaign=46c08a193b-EMAIL_CAMPAIGN_2018_09_19_02_52_COPY_04&utm_medium=email&utm_term=0_e8797a5163-46c08a193b-) led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive, and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**THE DEPARTMENT:**

The External Relations Directorate (ERD) is made up of a number of teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design, Digital, Events and Advancement, Admissions and the International Office.  
  
We are looking for team members who will be part of embedding an innovative practice to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE:**

The Digital Accessibility Specialist provides support, advice, and guidance to other roles across the University about how to create accessible digital products, services, and content. You will use knowledge of the Web Content Accessibility Guidelines (WCAG), provide technical expertise, and represent the voice of disabled users, to ensure that the university develops and maintains digital services that can be used by everyone.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Act as overall subject matter expert on digital accessibility. Manage University of East London’s digital accessibility audits and stay abreast of relevant national guidance and legislation to ensure UEL remains legally compliant.
* Advocate for accessibility across the university and provide advice, guidance and recommendations based on your specialist knowledge and experience. Represent inclusivity and both existing and future disabled students’ needs, helping shape and inform internal policy.
* Make complex, technical information and language simple and accessible for non-technical audiences. Effectively communicate across and to all levels of the university, along with student recruitment channels, through advocacy and training
* Work to improve the accessibility of the university’s digital platforms; for example, our external facing website, internal intranet, CRM, and student Virtual Learning Environments (VLEs).
* Develop and play an active role in governance and assurance activities representing accessibility. Understand complex systems and find opportunities to further improve the role of accessibility in governance and assurance. Interpret technical information in documentation and for university committees and boards to assess and advise on the accessibility compliance of proposals. Address any stakeholder and strategic business issues, advise, and provide solutions.
* Understand business cases and programme, project, and procurement requirements, and make recommendations to ensure accessibility is considered from the start. Build relationships across the university and work with UX colleagues to influence proposed designs and recommend appropriate solutions throughout the design process.
* Apply your knowledge of WCAG 2.1 guidelines, standards, laws, and regulations. Understand assistive technologies (i.e., magnification, text to speech and screen readers). Be able to use automated tools and conduct expert manual reviews. Undertake wireframe reviews, template testing, in line with WCAG 2.1 and user centred accessibility testing. Testing and checking at many stages throughout the design process and after deployment. Ensuring reports show errors, fixes, and risk.
* Undertake user acceptance testing (UAT) to support our website development process. Work with developers to advise on best practice and legal compliance for our future components and any website requirements. Contribute to acceptance criteria of user stories to ensure accessibility standards are met.
* To undertake any other duties that may be seen as being within the scope of this position and as required by the University.
* To work in accordance with our Equal Opportunities Policy.

**PERSON SPECIFICATION**

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* 5+ years' experience as a Digital Accessibility Specialist (I)

**Desirable**

* A relevant higher degree or equivalent experience (C/I)

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria;**

* Significant experience working as a digital accessibility specialist. (A)
* Good working knowledge of Web Content Accessibility Guidelines WCAG (2.1 or more recent), WebAIM Accessibility Best Practice, The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 and the Equality Act 2010 and how it needs to be applied into the business. (A/I)
* Experience of working with and managing accessibility testing and audits. (A)
* Experience working across multiple types of digital platforms across multiple devices. (A)
* Experience working with web developers using knowledge of HTML/CSS to be able to help solve the more complex accessibility issues. (I)
* Experience of working with other digital specialists, including those with more detailed knowledge in web technology areas, to jointly create accessible technology solutions that are fit for purpose. (A)
* Experience of balancing multiple priorities and working to tight deadlines. (I)
* Advanced knowledge and experience of automated and manual web accessibility testing. Using both assistive technology and web evaluation tools. (A/I)
* Experience of capturing testing data and preparing reports for varied audiences. (I)
* Excellent customer service, client handling and problem-solving skills. (A/I)
* Ability to explain technicalities of digital product development process relating to accessibility and advising on timescales and feasibility. (I)
* Knowledge of VPATs (Voluntary Product Accessibility Testing) and accessibility statements or similar methods for assessing accessible products during procurement and tendering. (I)

**Desirable criteria;**

* Experience of working with design teams using responsive/adaptive web design, style guides, and brand guidelines. (I)
* Experience of working with web developers and agile methodology. (I)
* Experience of working in higher education. (I)
* Experience of working with disabled people to conduct user centred accessibility testing. (I)
* Experience of presenting training and talks on digital accessibility. (A)

**PLANNING AND ORGANISING:**

**Essential criteria;**

* Experience of leading on planning, prioritising, and organising work on a daily, weekly, or monthly basis, whilst ensuring the effective use of resources and delivering to tight deadlines. (I)

**INITIATIVE AND PROBLEM SOLVING:**

**Essential criteria;**

* Experience of using initiative and creativity to resolve problems, that may be predictable but not routine, identifying practical and suitable solutions. (I)

### COMMUNICATION:

**Essential criteria;**

* Ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences. (I)
* Tact, sensitivity and diplomacy and the ability to influence internal clients and stakeholders at all levels. (I)

### OTHER ESSENTIAL CRITERIA:

* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment. (I)
* Experience of working with disabled clients and recognising intersectionality within the disability community. (I)

**Criteria tested by** **Key:**

A = Application form

C = Certification

I = Interview