

**JOB DESCRIPTION**

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| **Job Title** | **Digital Accessibility Specialist** |
| **Service** | **External Relations Directorate** |
| **Grade** | **F** |
| **Location and Hybrid working status** | **Docklands** |
| **Reporting to** | **UX Design Manager** |
| **Liaison with** | **Staff within External Relations Directorate, IT Services, Disability and Dyslexia Team, Office of Institutional Equity and Students’ Union** |
| **Contract type** | **Permanent**  **Full time (35 hours per week)** |

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

**THE UNIVERSITY OF EAST LONDON**

The University of East London (UEL) 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 has commenced Year 3 of 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 forward.

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 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)**

The External Relations Directorate (ERD) is made up of several 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 and services. You will use knowledge of accessibility guidelines, provide technical expertise and bring the voice of disabled users to ensure that the University develops and maintains digital services that can be used by everyone.

**KEY DUTIES AND RESPONSIBILITIES**

**The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Digital Accessibility Specialist in the University may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted when this is necessary**

1. Act a s overall Subject Matter Expert on Digital Accessibility. Manage University of East London’s digital accessibility audits & stay abreast of relevant national guidance to ensure UEL remains legally compliant.
2. Be an 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 students with additional needs, helping shape and inform internal policy.
3. 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.
4. 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)..
5. 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.
6. 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.
7. Apply your knowledge of WCAG 2.1 guidelines, standards, laws and regulations. Show a good technical knowledge of digital systems, including web-based and document formats. Build and make use of prototypes which are accessible within limitations. Understand how assistive technologies are used. Use automated tools, conduct expert manual review, undertake wireframe reviews, template testing, cross browser, cross platform and mobile technology testing in line with WCAG.
8. Undertake user acceptance testing (UAT) to support our website development process. Work with developers to advise on best practise and legal compliance for our future components and any website requirements. Raise JIRA tickets, write acceptance criteria for user stories to ensure accessibility standards are met. Knowledge and experience of SCRUM and agile ways of working.
9. Plan, design, manage, execute and report tests, using appropriate tools and techniques. You can work within regulations and ensure that risks associated with website deployment are adequately understood. Understand and monitor the measures of performance, including customer insight, which define successful outcomes for UEL services.
10. Understand users and identify who they are and what their needs are, based on evidence. You can translate user stories and propose design approaches or services to meet these needs. You can show that you put users first and can manage competing priorities.
11. Planning usability testing with real users, testing user journeys, new products in development and amendments to existing products. Reporting on these results, making recommendations for improvements and clearly stating the impact these changes may have on the user experience.
12. To undertake any other duties that may be seen as being within the scope of this position and as required by the University.
13. To work in accordance with our Equal Opportunities Policy.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential criteria**

* Good working knowledge of Web Content Accessibility Guidelines WCAG (2.2 or more recent), The European Accessibility Act (EAA), 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 usability and manual testing and audits. (A)
* Experience working across multiple types of digital platforms across multiple devices.
* Experience working with web developers using knowledge of HTML/CSS to be able to help solve the more complex issues.
* 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.
* Experience of balancing multiple priorities and working to tight deadlines (I)
* Advanced knowledge and experience of automated web accessibility evaluation tools, testing using keyboard only, screen readers, magnifiers, Dragon. (A/I)
* Experience of capturing testing data and preparing reports for varied audiences. (A/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 (A/I)

**Desirable**

* 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
* Experience of working in higher education

**COMPETENCIES REQUIRED**

### 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 (A/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**

* Excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences (A/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 (A/I)

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* A relevant higher degree or equivalent significant experience working as a Digital Accessibility specialist (A)

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!

**Criteria tested by Key:**

A = Application form C=Certification I = Interview

P = Presentation R = Research papers T = Test