

Job Description

Product Developer, Design and Innovation

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to be joining BookTrust – our recently launched strategy sets out a new focus prioritising work that supports families in greatest need. <https://www.booktrust.org.uk/about-us/strategy/>

We are ambitious about designing and developing our interventions and offers to reach more children, particularly those who are disadvantaged.

Job purpose

Location:

This post is based in our London office, with additional requirement for some UK travel. We're a hybrid-working organisation with 2 anchor office days per week (currently Tuesdays and Wednesdays in London).

Contract:

Full time, permanent

We are looking for a Courageous, Creative, Curious and Collaborative Product Developer to support the design and development of new proposition offers and services through ownership of day-to-day execution of specific project workstreams.

You'll be engaging and collaborating across the broader organisation to design build and test new concepts or possibilities that will support BookTrust's ambitions to deliver against our new 5-year strategy <https://www.booktrust.org.uk/about-us/strategy/>. Your work could range from developing and enhancing current journeys as part of continuous development of existing scaled offers to conducting explorative discovery research and prototyping to define new opportunities. You'll work on multiple workstreams and projects will flex according to skills and organisational need.

Reporting to the Proposition Development Manager / Design & Innovation Lead, you will support our development against specific priorities ensuring we design interventions that deliver real behaviour change impact for the children and families we serve and that all users remain at the heart of product, experience, and service design. You will have an understanding of human centred design approaches and be able to work at pace to confidently execute them, creating hypotheses & prototypes (both service, product, digital etc.) to use as stimulus to spark conversation. You will also understand how to balance desirability with technical feasibility and business viability to build purposeful propositions. You'll be confident managing risk and testing different ways of working and embracing positive learning from failure.

You will be skilled at bringing to life design ideas in visual and creative ways both for our target audience and key stakeholders. You'll be able to gather deep insight from users and work collaboratively to translate these into design requirements or hypotheses.

The successful candidate will be an active contributor to development project groups with key ownerships for the execution of Design and Innovation workstreams. Of course, you will not be

working alone. You will be part of a flexible team, and also working with colleagues across the organisation to help design a deliverable offer that comprises a coherent reading journey for children and families. You will have the benefit of specialist expertise within the organization in digital, marketing, children's books, and logistics. You will be comfortable with the idea of a multi-disciplinary working towards a single set of objectives.

This post holder will report to: Proposition Development Manager

This post holder will manage: N/A

Key Activity

Design and Proposition Development

- Supporting the human-insight led design process with users to discover opportunities and define new prototypes, offerings and interventions or enhance existing offers.
- Preparing discussion guides, supporting materials and inspiration packs for user research and leading conversations and focus groups with users.
- Executing continuous improvements to the design of existing offerings including developing resources or communications.
- Analysing user research to identify common themes and insights and translating them into actionable design requirements and concepts.
- Building and testing new concepts, prototypes, and MVPs with users.
- Creating design briefs and partnering with Operation Supply Chain and Marketing to turn ideas into reality and deliver final designs and scaled offerings.
- Working at pace to support the Proposition Development Manager with the execution of day-to-day Design and Innovation development activities.

Design & Innovation project management

- Co-ordinating the cross-organisational delivery of agreed development outputs and activities.
- Managing the execution of specific workstreams including developing timelines and making sure these are aligned to overall project plans.
- Communicating design decisions and plans to relevant stakeholders across the organisation.
- Creating and delivering inspiring stakeholder engagement communication packs.
- Supporting the Proposition Development Manager to create options papers for key decisions and board updates.

Providing regular updates to Proposition Development Managers ensuring they have timely input to support project development.

Embracing and embedding an innovative working approach

As a key member of the Programme Design and Innovation Team you will be expected to be:

- **Creative** – proposing meaningful design and co-creation process and approaches that generate meaningful programme interventions for those beneficiaries who need most support and working with the wider team to develop the plan.
- **Curious** – with a thirst for seeking out ways to learn, bring outside thinking, trends and perspectives to challenge and improve programme design and innovation constantly.
- **Courageous** – confidently creating prototypes to use as stimulus to spark conversation, with a willingness to risk trying and testing different ways of working and embracing positive learning from failure.

- **Collaborative** – recognizing the importance of establishing strong, effective relationships across BookTrust and externally with partners, always seeking to ensure early, relevant engagement for the benefit of the best programme design

PERSON SPECIFICATION

1. You have a proven ability to execute design and development activities against clear strategic direction. You are aware of how user / interaction experience design is used to deliver tangible products, experiences and services.
2. You have the product design skills to support the development of early prototypes and minimum viable products across multiple platforms and moments of influence.
3. You will have experience of uncovering deep human insight and translating this into potential new ideas and concepts. You will be able to plan, prepare and facilitate conversations with users, preparing discussion guides and materials to support them.
4. You will be confident at mapping out user journey models to support development of the E2E (end-to-end) user experience.
5. You will be an adept communicator and able work collaboratively to remove barriers to execute the development and design of products and propositions.
6. You will have experience in working in partnership with colleagues across different disciplines including for example: Research & Insight, Operations & Supply Chain, Marketing and Communications.
7. You will have specialist knowledge or skill in one (or a few) specific areas of human-centred design e.g. AB testing, UX, copy writing, visual/graphic design, ethnographic research, interaction design, service design.

CRITERIA	E or D
Knowledge	
a. Awareness of human centred design thinking principles, service design	E
b. Knowledge of design and development frameworks, tools and approaches	D
c. Tools & Software to visualise and bring concept ideas to life	E
d. Issues, systems, frameworks relating to children’s literacy/access to arts	D
Experience	
a. Experience in design and development roles	E
b. Cross-functional working	E
c. Managing competing projects and priorities	E
d. Gathering user insight and using it to drive design and development work	E
	D

e. Creating and testing prototypes and ideas with users – digital, physical, artwork, marketing materials etc	
Skills and Attributes <i>[Insert relevant BookTrust Organisational Behaviours here along with other core skills required]</i>	
a. Bold, Courageous with ability to embrace change and positive learning from failure	E
b. Creative visualiser and communicator, able to bring ideas to life in engaging ways to support product development	E
c. One (or multiple) specialist design or research skills e.g. AB user testing, digital prototyping, UX, copywriting, visual design, ethnographic research, service design.	D
d. Proactive and responsible team member who takes accountability and ownership for delivery whilst accepting steer and coaching	E
e. Works at pace and is proactive in overcoming barriers to deliver	E
Qualifications	
a. Degree level or equivalent professional qualification.	D
b. Accredited training or qualification in design thinking or equivalent work experience	D

E = essential criteria

D = desirable criteria

Terms and Conditions

- Salary: £32K
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.