

Position Details			
<b>Title</b>	User Experience Lead	<b>Team</b>	Development
<b>Reports To</b>	CTO	<b>Direct Reports</b>	1

**Company Mission: To build a digital platform for Australian Agriculture where the community can trade, share, and collaborate.**

**About Us:**

We are a leader in the Australian agricultural technology industry, providing an innovative online auction platform that connects buyers and sellers across the country. Our mission is to enhance the efficiency and transparency of agricultural transactions through cutting-edge technology and user-centric design.

**What We Offer:**

- Competitive salary and benefits package.
- Flexible work model that supports a blend of in-office and remote work.
- Opportunities for professional development and growth.
- A collaborative and innovative work environment.

**Role Purpose**

The User Experience Lead will bring industry-leading strategic thinking and expertise to the business to shape the direction of its products and services whilst advocating customer-centric strategies to ensure an unparalleled experience for its customers.

This role will be crucial in shaping the user experience strategy for our platform, ensuring that it meets the needs of our users while driving business goals. The ideal candidate will have strong research skills, extensive experience in user experience design, and the ability to lead and mentor a smaller, collaborative team.

user  
The priority areas for the role are:

1. Customer immersion: cultivating a deep understanding of customer pain points, desires and aspirations from AuctionsPlus' products and services. Utilising customer engagement and insights to promote innovation and differentiation, this position will be guided by the goal to deliver solutions that truly resonate with the AuctionsPlus customer base and wider agricultural industry.
2. Usability: designing products and features that meet our customers unique needs, are simple and easy to use and supports them to successfully trade on our platform.

The purpose of the position description is to provide a clear understanding of duties, responsibilities, and expectations the Company has of an employee employed in the position of User Experience Lead. The Company acknowledges that the role may evolve to include other tasks in addition to those listed due to reasons such as competitive advantage, structural changes, growth, and realignment of positions with Company vision and goals and others as identified at the discretion of the Company. In addition, the Employer may reasonably ask the employee to complete additional tasks not listed within the position description.

Travel regionally, intrastate and interstate, may be required within this position.

**Key attributes:**

- Human-centred Design - possesses a deep understanding of user perspectives and motivations to enhance user experience through iterative design of products.
- Data-driven Decisionmaker - experienced in basing product design decisions on sound user research practices.
- Strategic Thinker - Play a pivotal role in the development of a pioneering software powered online marketplace, in one of the Australia's fastest-growing and transformational industries
- Innovation - Willingness to meet evolving customer needs in an everchanging agricultural landscape
- Entrepreneurial and Agile - Ensure that the company maintains a dynamic, hands-on style in the leadership team following the "lean startup" model, with tight iterations and practising fast-failing
- Natural Educator - Play a strong leadership and education role empowering the employees across the company as a mentor and influencer with shared responsibility for the overall success of the company
- Purpose Driven - Reinforce the company's passion to accelerate adoption while still ensuring responsible deployment of such a powerful technology

- Detailed Oriented - Establish and maintain financial processes, anticipate the financial information requirements, and have in place the tools and the reporting systems to facilitate appropriate operational decisions and for external reporting purposes.

### Key Responsibilities

1	<p><b>Customer/User Experience</b></p> <ul style="list-style-type: none"> <li>• Lead the development and implementation of the user experience strategy for our online auction platform.</li> <li>• Analyse customer feedback, actioning such feedback to support a continuous improvement of products and features that address customer needs and pain points.</li> <li>• Drive a user-centric design approach that ensures features designed and decisions made are in supported by customer research and usability testing</li> <li>• Conduct user research using various methodologies, including workshops, focus groups, and surveys, to gather insights and inform design decisions.</li> <li>• Drive customer experience by translating market and customer insights and data into defined product requirements and specifications for the Development, with features and functionality that enhance the value that customers receive from AuctionsPlus' products.</li> <li>• Review existing and establish a new Design System that ensures consistency across AuctionsPlus' platform and product suite, regularly conducting reviews of products to maintain consistency.</li> <li>• Create and maintain UX documentation, including user personas, journey maps, wireframes, and prototypes.</li> <li>• Stay across emerging and existing trends in the industry that place an emphasis on customer experience by proactively exploring new opportunities that enhance the company's competitive edge in Agriculture/Tech.</li> </ul>
2	<p><b>People Leadership &amp; Management</b></p> <ul style="list-style-type: none"> <li>• Line-management and mentoring of other user experience roles to foster a culture of continuous improvement and innovation in user experience design.</li> <li>• Provide clear and concise management communication to your team to enable their successful performance in role.</li> <li>• Set-up regular and consistent calendarized meetings with your team members to actively understand, manage, support, and assist their workloads, challenges and set clear expectations.</li> <li>• Manage performance in accordance with the Company's vision and strategy, including completion of OKR's with team members.</li> <li>• Manage team workload and coverage through efficient planning, particularly but not limited to leave planning.</li> <li>• Provide training and coaching of team members within their roles.</li> <li>• Ensure timely management of poor performance.</li> <li>• Ensure team are demonstrating behaviours and attitudes aligned with the Company Values.</li> <li>• Manage the employee lifecycle of your team from recruitment to offboarding in collaboration with relevant departments, i.e. People &amp; Culture.</li> </ul>
3	<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Collaborate with cross-functional teams to translate user needs and business objectives into intuitive and engaging user interfaces.</li> <li>• Advocate for user-centred design principles within the organisation, promoting a deep understanding of our users' needs and behaviours.</li> <li>• Maintain clear lines of communication with stakeholders by providing clear information on new and/or existing UX objectives.</li> <li>• Maintain strong working relationships with industry participants and customers and actively promote the AuctionsPlus platform benefits and drive throughput.</li> <li>• Proactively seek ways in which to further support customers, including presenting new product ideas and services to further benefit existing relationships.</li> </ul>

### Key Relationships

Type	Internal/External	Nature of relationship
Customers / Suppliers	External	Build positive relationships with customers and suppliers.
Internal customers	Internal	Product, Development, Operations, Integrity, People & Culture, Data Integrity, and Insights – providing feedback and information to improve our product to meet customer needs.
Direct manager	Internal	Respond to information requests in a timely and accurate manner. Communicate on progress, concerns, and insights.

### Skills and Behavioural Requirements

- Tertiary qualifications in UX design or similar related experience.
- Minimum of 5 years of experience in UX Design.
- Minimum 2 years in a UX leadership role, managing teams across multiple disciplines, user experience, research and visual design.
- Highly skilled in Figma or similar browser based collaborate design tools.
- Strong portfolio showcasing your ability to create user-centred designs and solve complex UX challenges.
- Strong time management skills, ability to execute task to deadline, reprioritise and set milestones.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with team members and stakeholders.
- A collaborative and team-oriented approach to work, with a strong commitment to fostering a positive team culture.
- Demonstratable alignment of attitude and behaviour to the Company values.
- Demonstrate a 'can-do' attitude and a willingness to further develop and upskill within position.
- Demonstrates the ability to adapt to business needs as required.

I have read and understand the requirements of the position and understand that the position may evolve over time to ensure alignment to Company vision, strategy, and goals.

Print: \_\_\_\_\_

Sign: \_\_\_\_\_

Date: \_\_\_\_\_