



# UNHCR

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

## Terms of Reference

### Senior Digital User Experience Consultancy

### Digital Engagement Section

UNHCR, the UN Refugee Agency, is offering a *Home-based* Consultancy within the *Digital Engagement Section* in our *UNHCR Private Sector Partnerships Service (PSP)*.

UNHCR is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 125 countries, using our expertise to protect and care for millions.

The Digital Engagement team advises on, creates and delivers digital solutions and strategies for engaging with UNHCR's primary audiences, including the public, partners, governments, refugees and staff. As part of its responsibilities, DES oversees UNHCR's global web presence, partnering with stakeholders across the organization to ensure that website strategy delivers effectively on the organization's communications goals.

**Title:** Senior Digital User Experience Consultancy

**Duty Station:** Home based

**Duration:** 6 months

**Contract Type:** Consultancy

**Closing date:** 18 June 2019

**Start date:** 1 July 2019

### Organisational context

In the coming year, UNHCR will be undertaking a number of projects related to the development, redesign or enhancement of several priority websites. The success of these projects requires a proper understanding of the needs and behaviour of our end users, so as to ensure the utility of the final product for UNHCR's key stakeholders. These include government donors, operational partners, media, the private sector and others.

The Digital Engagement Section proposes to contract a Digital User Experience Specialist to carry out research and user testing with the primary audiences of each project, both at the beginning of the project in order to inform the initial functional specifications, as well as during the design phase to ensure the final product meets stakeholder needs. Given the nature of the stakeholders in question, the role will require a highly experienced consultant with a structured and sophisticated approach to user research, and with the ability to adapt interactions and communication style to a variety of stakeholders.

## The position

The exact activities and deliverables for each web project will be contingent on the project plan agreed upon with each business owner, and will include some mix of the following:

- Stakeholder research, including surveys and/or interviews. Besides execution of the research, deliverables will include
  - Initial research plan, to be approved by UNHCR project team;
  - For surveys: report with detailed analysis of responses, segmented by stakeholder type if appropriate;
  - For interviews: detailed notes for each interview as well as summary reporting on overall findings by stakeholder type;
  - For both: creation of personas representing key stakeholder groups; recommendations and implications for site design, information architecture and functionality;
- Work with UNHCR project team to define user stories, and specifications related to design, IA and functionality:
  - User stories to provide the basis for user journeys of each stakeholder group on the site;
  - Participation in key team discussions and input on design proposals;
- User testing of draft designs/ wireframes:
  - Detailed report of findings, including any barriers to usability of proposed designs/IA;
  - Recommendations for optimization of designs/IA;
- Final round of user testing on site before launch:

- Report of findings, including any final amends required.

## Essential minimum qualifications and professional experience required

### Education

- University level qualifications (Bachelor's or Master's degree) in a relevant area, such as Marketing or Communication

### Job Experience

- A minimum of 20 years of relevant work experience is preferred; or, in the case of a post-graduate university degree, a minimum of 17 years of relevant professional experience is preferred.

### Competencies and Skills

- Substantial experience conducting audience research, user experience research and user experience testing for complex web projects
- Full expertise with a range of audience/UX research and user testing methodologies
- Strong data analysis skills
- Extensive experience building user personas and developing user journeys
- Excellent skills in synthesising research findings and testing results into high quality reports with clear recommendations and functional specifications for web projects
- Excellent communication and stakeholder management skills
- Knowledge of humanitarian assistance, international development and the UN environment and understanding of the complexities of working with international organisations.

### Language

- Fluency in English with advanced writing and editing skills (required).

## Location

This is a home-based consultancy with occasional travel to Copenhagen and Geneva.

## Conditions

This consultancy is for 6 months. Under this contract the Consultant is expected to work a maximum of 45 days within the duration of the contract. Upon completion of project and receipt of invoice, payment will be issued for the actual hours worked. Invoices may be issued on a monthly basis.

## To apply

Interested applicants should submit their letter of motivation, Personal History Form (PHF) and CV to [hqpsphr@unhcr.org](mailto:hqpsphr@unhcr.org) indicating “Senior Digital User Experience Consultancy” in the subject of the email.

Personal History Forms are available at [PHF Form](#) / [Supplementary Sheet](#).

**Closing date for the receipt of applications:** 18 June 2019 Midnight (Copenhagen time)

**Vacancy Notice issued:** 11<sup>th</sup> June 2019

*The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.*