



Role: UX/UI Designer

Reporting to: Head of Product

Direct Reports: n/a

Location: London, Victoria (hybrid working policy)

Hours of work: Monday to Friday, 37.5 hours per week

About us:

Racecourse Media Group is the umbrella organisation for 35 racecourses which hold an interest in Racing TV (Sky 424, Virgin 536 and 411, Freeview and YouView 261), GBI Racing (international betting shop/digital service) and Racecourse Data Company (licensor of Pre-Race Data). In addition, content from 37 racecourses is distributed by Sports Information Services (SIS) to Licensed Betting Offices (LBOs) in the UK and Ireland.

Job Purpose:

The UX/UI Designer will be responsible for designing user-centered digital products and services that enhance the user experience and align with business objectives. This role will focus on creating intuitive interfaces for both B2C and B2B products, ensuring a consistent design language across all platforms. The UX/UI Designer will continuously improve design through user feedback and testing, working closely with cross-functional teams, including Product, Commercial, Marketing, and development partners, to deliver high-quality digital experiences efficiently and flexibly. Additionally, the role will involve supporting the Product, Commercial, and Marketing teams in the creation and delivery of compelling product sales collateral.

Job Accountabilities:

- **User Research & Analysis:**
 - Conduct user research, including interviews, surveys and usability testing to gather insights and inform design decisions
 - Utilise analytical data, user feedback and behavioural trends to continuously improve design solutions
- **User Experience Optimisation, Wireframing & Prototyping:**
 - Create wireframes, prototypes, and interactive designs to communicate ideas to stakeholders and development partners.
 - Implement best practices in accessibility, responsiveness, and usability to enhance user satisfaction.
- **UI Design & Branding**
 - Lead the end-to-end design process for B2C and B2B digital products, from concept to high-fidelity prototypes.
 - Design intuitive, visually appealing user interfaces that align with brand guidelines
 - Maintain and evolve a consistent visual language and user experience across RacingTV.com platform, ensuring alignment with the company's brand.
- **Collaboration with cross-functional teams:**
 - Collaborate with Product, Commercial, Marketing teams and development partners to ensure design solutions meet business needs and technical constraints.
 - Assist the Product, Commercial, and Marketing teams in creating and delivering product sales collateral, including presentations, brochures, and digital assets.
- **Design Tools & Technologies:**
 - Utilise industry-standard design tools and keep up to date with new software and trends in UX/UI to continuously improve design output.

- **Documentation & Handover:**
 - Create clear design documentation and specifications for development partners and other stakeholders to ensure smooth implementation of designs.
- **Multiple Project Handling:**
 - Creation and maintenance of a UX & UI roadmap to ensure regular touchpoints with users and continuous evolution of the product portfolio that aligns with industry needs and trends.
 - Manage and prioritise design work across multiple projects to meet deadlines and deliver high-quality outputs that align with the business’ objectives.

Measures for the role:

- **Project Delivery:** Timely delivery of design work, meeting agreed project timelines and milestones.
- **User Feedback:** Positive user feedback and improved usability metrics following the implementation of design work.
- **Quality of Work:** High standard of design output, reflected in user engagement and satisfaction.
- **Collaboration:** Effective collaboration with internal teams, resulting in a cohesive product development process.
- **Iteration and Improvement:** Continuous improvement and iterative updates to products based on user insights and evolving business needs.
- **Product Adoption:** Ensuring the products delivered are meeting the needs of users and delivering the required KPIs.

RMG Person Specification for UX/UI Designer

	Essential	Desirable
Qualifications (academic, technical and professional)	<ul style="list-style-type: none"> ● Certification or demonstrable training in UX/UI design tools (e.g., Figma, Adobe XD, Sketch) 	<ul style="list-style-type: none"> ● Certification in user research methodologies or usability testing ● Bachelor’s degree in UX/UI Design, Graphic Design or a related field
Experience (work and tasks)	<ul style="list-style-type: none"> ● Prior experience in UX/UI design with a strong portfolio showcasing web and mobile designs. ● Experience working within the Sports Media or Sports Betting industries. ● Experience conducting user research, usability testing, and applying insights to improve designs. ● Proven experience collaborating with cross-functional teams, particularly product and marketing ● Experience working on multiple projects simultaneously in a fast-paced environment. 	<ul style="list-style-type: none"> ● Experience in designing digital products for both B2B and B2C environments. ● Familiarity with Agile methodologies and working within Agile development teams.
Skills	<ul style="list-style-type: none"> ● Expertise in industry-standard design tools such as Figma, Sketch, Adobe XD, or similar. ● Strong understanding of user-centred design principles and best practices for web and mobile design. 	<ul style="list-style-type: none"> ● Knowledge of front-end technologies (HTML, CSS, JavaScript) to understand technical constraints.

	<ul style="list-style-type: none"> • Ability to create wireframes, interactive prototypes, and high-fidelity designs. • Strong problem-solving skills, with the ability to think critically about user needs and design solutions that meet business objectives. • Excellent communication skills, both verbal and written, to articulate design concepts to stakeholders. • Attention to detail and ability to deliver high-quality work within deadlines. 	
<p>Competencies/behaviours</p>	<ul style="list-style-type: none"> • Creative Problem Solving: Ability to think creatively and come up with innovative design solutions that align with business and user needs. • Collaboration: Strong team player who can work effectively with colleagues from different departments and bring cross-functional teams together. • Adaptability: Ability to pivot and adjust design strategies quickly in response to changing priorities or feedback. • Attention to Detail: High level of precision in design work, ensuring clarity and consistency in all outputs. • User-Centric Mindset: Deep commitment to understanding user needs and integrating this into every aspect of the design process. 	<ul style="list-style-type: none"> • Proactive Learning: Enthusiasm for staying up-to-date with the latest trends, tools, and best practices in UX/UI design. • Resilience: Capacity to manage workload effectively under pressure, delivering high-quality results despite competing demands.

How to apply:

Please send your covering letter and CV to recruitment@racecoursemediagroup.com by 17th January 2025.

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