



**Job title:** Digital Experience Apprentice

**Responsible to:** Digital Experience Lead

**Purpose:**

As a Digital Experience Apprentice, you'll dive into the dynamic world of digital product management, gaining hands-on experience while supporting the growth and success of our digital products. This entry-level role is ideal for an individual with a passion for technology and a desire to learn. You'll work closely with experienced professionals, contributing to various aspects of product development and optimisation.

**Location:** Portsmouth (Hybrid)

| Key Areas                   | Description   | Performance standards are satisfactory when:-   |
|-----------------------------|---|---|
| Customer Feedback Analysis  | <ul style="list-style-type: none"><li>Assist in collecting and analysing customer feedback to identify trends, pain points, and areas for improvement. Contribute insights to enhance the user experience and drive product enhancements.</li></ul> | <ul style="list-style-type: none"><li>Collate customer feedback using a suite of tools.</li><li>Store and report on feedback to identify areas of improvement.</li><li>Monitor user experience to measure impact.</li></ul> |
| Content Development Support | <ul style="list-style-type: none"><li>Aid in writing and updating content for our help and support guides. Ensure documentation is clear, concise, and user-friendly, providing valuable assistance to our customers.</li></ul>                     | <ul style="list-style-type: none"><li>Ensure content is approved and updated within help and support guides.</li><li>Monitor content to see the impact of changes.</li></ul>  |
| User Story Testing          | <ul style="list-style-type: none"><li>Collaborate with the continuous improvement team to test user stories and</li></ul>   | <ul style="list-style-type: none"><li>Record observations and feedback on:<ul style="list-style-type: none"><li>Functionality</li></ul></li></ul>   |



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|                                   | features. Provide feedback on functionality, usability, and overall user experience.  | <ul style="list-style-type: none"> <li>○ Usability</li> <li>○ Overall user experience</li> <li>• Use Azure Dev Ops to document your notes.</li> <li>• Ensure all insights and feedback are captured to track progress and make informed decisions.</li> </ul>  |
| Training Documentation Assistance | <ul style="list-style-type: none"> <li>• Support in the creation and maintenance of training documentation for internal teams. Help ensure that team members have the resources they need to effectively use and support our products.</li> </ul>                 | <ul style="list-style-type: none"> <li>• Provide training documentation and save it to our knowledge hub.</li> <li>• Deliver Learning Hub training programs.</li> <li>• Conduct face-to-face training sessions.</li> <li>• Ensure knowledge transfer has occurred with service desk support.</li> </ul>                                  |
| Analytics and Trend Analysis      | <ul style="list-style-type: none"> <li>• Assist in monitoring and analysing product analytics to track performance metrics and trends. Gain insights into how well our products are developing and evolving over time.</li> </ul>                                 | <ul style="list-style-type: none"> <li>• Analyse results from PowerBI, Google Analytics, and Microsoft Dynamics.</li> <li>• Record findings within the tracker.</li> <li>• Present monthly insights to key stakeholders.</li> </ul>  |
| Interest in Housing Market        | <ul style="list-style-type: none"> <li>• Develop a keen interest in the housing market and the technologies that can support our growth in this area. Stay informed about industry trends, innovations, and best practices.</li> </ul>                            | <ul style="list-style-type: none"> <li>• Consistently review industry trends.</li> <li>• Cascade information back to the team to share findings.</li> <li>• Join webinars and Microsoft learn.</li> <li>• Learn Microsoft product roadmaps.</li> </ul>   |
| Collaborative Learning            | <ul style="list-style-type: none"> <li>• Actively participate in team discussions and learning opportunities to expand your knowledge of digital product management. Take initiative in seeking out additional training and development opportunities.</li> </ul> | <ul style="list-style-type: none"> <li>• Actively participate in team discussions and learning opportunities to expand your knowledge of digital product management.</li> <li>• Take initiative in seeking out additional training and development opportunities.</li> <li>• Actively participate in team quarterly meetings.</li> </ul> |



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|                        |   | <ul style="list-style-type: none"><li>• Shadow key stakeholders in the business (e.g., digital product owner).</li><li>• Demonstrate self-learning and share insights with the digital team.</li></ul> |
| Equality and diversity | <ul style="list-style-type: none"><li>• Ensure adherence to duties in relation to Equality and Diversity</li></ul>                                  | <ul style="list-style-type: none"><li>• The behaviours within the team support equality and diversity within the workplace</li></ul>   |
| Health and Safety      | <ul style="list-style-type: none"><li>• Take care of your own safety and that of others who may be affected by what you do (or do not do)</li></ul> | <ul style="list-style-type: none"><li>• There is a continuous awareness of Health and Safety culture</li></ul>   |



|                           | Person Specification  | Essential / Desirable |
|---------------------------|---|-----------------------|
| Qualifications            | <ul style="list-style-type: none"> <li>At least 5 GCSEs at grades 9-4/A*-C, including Maths and English</li> </ul>  | E                     |
|                           | <ul style="list-style-type: none"> <li>18+ years old</li> </ul>   | E                     |
| Experience                | <ul style="list-style-type: none"> <li>Previous experience in a similar role</li> </ul>   | D                     |
|                           | <ul style="list-style-type: none"> <li>Basic knowledge of various IT skills</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Good technical troubleshooting skills</li> </ul>   | D                     |
| Knowledge & Understanding | <ul style="list-style-type: none"> <li>An awareness of existing and developing technologies</li> </ul>  | D                     |
| Skills                    | <ul style="list-style-type: none"> <li>Have strong communication and interpersonal skills</li> </ul>  | E                     |
|                           | <ul style="list-style-type: none"> <li>The ability to articulate ideas clearly and concisely</li> </ul>   | E                     |
|                           |   | E                     |
|                           | <ul style="list-style-type: none"> <li>Enthusiastic, proactive, and willing to learn</li> </ul>   |                       |
|                           | <ul style="list-style-type: none"> <li>Good attention to detail</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Ability to effectively prioritise workload</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Excellent administration and documentation skills</li> </ul>   | D                     |
|                           | <ul style="list-style-type: none"> <li>Strong analytical skills</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Able to develop effective working relationships with key stakeholders</li> </ul>                                     | D                     |
|                           |   |                       |
| Attributes                | <ul style="list-style-type: none"> <li>Strong interest in technology and digital innovation</li> </ul>  | E                     |
|                           | <ul style="list-style-type: none"> <li>Analytical approach, with a curiosity for exploring data and uncovering insights</li> </ul>                          | D                     |
|                           | <ul style="list-style-type: none"> <li>Detail-oriented approach to tasks, ensuring accuracy and quality</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Enthusiasm for learning and a proactive attitude towards personal and professional development</li> </ul>            | D                     |
|                           | <ul style="list-style-type: none"> <li>Interest in the housing market and willingness to explore how technology can drive growth in this sector</li> </ul>  | D                     |
|                           | <ul style="list-style-type: none"> <li>Customer-focused approach, demonstrating an understanding of our customer needs</li> </ul>                           | D                     |
|                           | <ul style="list-style-type: none"> <li>Lives VIVID's values</li> </ul>  |                       |
|                           | <ul style="list-style-type: none"> <li>Commitment to delivering excellent customer service</li> </ul>   | E                     |
|                           | <ul style="list-style-type: none"> <li>Flexible approach to work appreciating that IT issues do not necessarily always occur between 9am and 5pm</li> </ul> | E                     |
|                           |   | D                     |



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| Other | <ul style="list-style-type: none"><li>• A clear commitment to equal opportunities, principles and practices in service provision</li><li>• A driving licence with a car available for business use</li></ul> | <div>E</div> <div>D</div> |
|-------|--|---------------------------|