Yorkshire Housing Role Profile

Job title:	Digital Experience & AI Apprentice	**Leader of others:**	No
Reports to:	Head of Customer Digital Enablement	**Contract type:**	Agile Homeworking
Business area:	Customer Channels	**Car allowance:**	No
Budget holder:	No	**DBS required:**	No

Job purpose

To support the delivery of Yorkshire Housing's customer-focused digital enablement strategy. Contribute to the design, testing, optimisation and maintenance of digital customer journeys and tools across the Customer App/Portal, the knowledge platform and digital contact channels.

Working alongside the Head of Customer Digital Enablement and collaborating with teams across YH, the apprentice will develop practical experience in digital service design, user experience improvement, content management, analytics and customer insight. The role provides an introduction to how digital platforms, automation, AI and knowledge systems operate together to create seamless, inclusive and efficient customer experiences.

Key responsibilities

Support customer digital platforms

- Assist with updating and maintaining the Customer App/Portal (content, pages, features and releases).
- Contribute to design and testing of new features under the guidance of the Head of Customer Digital Enablement.
- Help monitor performance (load speed, errors, digital drop-offs) and liaise with cross functional teams to report issues to Product/Tech teams and provide solutions

Help maintain the Knowledge Platform

- Upload, update and review customer and colleague-facing knowledge articles.
- Support tagging and structuring content so it remains accurate, accessible and a trusted "single source of truth".
- Learn about governance processes and help maintain version control.
- Identify optimisation opportunities using AI/Co Pilot

Customer journey and UX improvement

- Map core customer journeys and identify pain points from feedback, analytics and observation.
- Support "next best action" and personalisation initiatives by interogating customer insight.
- Participate in usability testing, accessibility checks and customer feedback reviews.

Digital inclusion & accessibility

- Assist in creating clear, inclusive content that meets accessibility guidelines.
- Help test digital channels for accessibility issues and record findings.
- Support initiatives helping customers with lower digital confidence access services
- Support the creation of Customer guides and training material

Data, insight and performance

- Produce outputs detailing digital usage, satisfaction, channel shift and knowledge engagement.
- Maintain simple dashboards and data logs for internal reporting.
- Summarise insights for weekly or monthly updates for the Head of role.

Digital engagement & communications

- Collaborate on simple customer communications about digital tools (e.g., "how to" guides, new feature updates).
- Support and encourage colleagues to adopt new systems or digital ways of working.
- Provide internal training and educational modules on Digital tools for colleagues

Collaboration and ways of working

- Work closely with Customer Channels, Data, Technology and Change teams.
- Support agile ceremonies such as stand-ups, retros and sprint reviews.
- Help contribute to a culture of curiosity, innovation and continuous improvement.

What you'll bring to the role

The main things:

- Curiosity, eagerness to learn and passion for digital
- 5 GCSEs (or equivalent) at Grade C/Level 4 or above including Maths & English
- 2 A Levels (Grades A-D) or equivalent
- Good written communication and customer empathy
- Practical application of AI and digital tools (chatbots, Co Pilot, Online Apps)
- Attention to detail and organisational skills
- Ability to work at pace and prioritise workloads
- Ability to work flexibly across Hub, Home and Roam principles
- An understanding of Equality, Diversity and Inclusivity and how this is applied through our service to customers and colleagues.
- Eagerness to develop own skills and adapt to change.
- Personal values and approach that align with YH's values

You'll develop:

- Understanding of digital tools, platforms and customer-facing technology
- Skills in effective utilisation of AI, digital service design , UX basics.customer segmentation
- Social Housing core servce delivery and regulations
- Ability to analyse data and use evidence to improve journeys
- Confidence working in agile, collaborative environments
- Awareness of AI, automation and digital personalisation concepts
- Knowledge of accessibility standards and digital inclusion
- Ability to create Digital policies and frameworks

Our values:
Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work. **Create trust** • Do the right thing, not the easy thing • Be honest and open • Do what you say **Be curious** • Think differently • Ask questions • Keep learning **Make it happen** • Own it • Do it • Be empowered **Achieve impact** • Do things that matter • Deliver results • Show pride and passion **Have fun** • Enjoy work • Be yourself • Stay connected We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.

Date last reviewed:	January 2026