Job description

Job title: Content Designer
Grade: Grade 9
Job evaluation reference: IT109
Job family: Information and Technology

Purpose and impact

1.   To work with business leads across the council and with external suppliers and external customers on the end-to-end customer journey to help users complete their goal and receive a service. To create, update and review content around the customer journey based on user research, data and evidence, making them simple, clear and user focused.

2.   Work may involve the creation of, or change to a transaction, product or single piece of content that stretches across digital and offline channels. Making sure appropriate content is shown to a user in the right place and in the best format.

3.   To bring creativity and innovation enabling services to transform their ways of working, through the creation and testing of digital and non-digital customer focused solutions. Advising services on solutions including the use of prototypes, to ensure they meet stakeholder needs and improve outcomes for people.

Key responsibilities

4.   Scope, write, edit and publish content that adheres to council design principles and standards across all channels, for example, web, mobile, social media, letter, text.

5.   Identify needs and engage with users or stakeholders to collate user needs evidence, using qualitative and quantitative data about users, focusing on outcomes.

6.   Redesign user journeys to ensure all content is user-focussed, first and foremost. Develop prototypes and pair writing, making use of appropriate content types and mitigating content where appropriate.

7.   Supporting services in the development of content for marketing materials.

8.   Ensure brand consistency across all channels.

9.   Provide support and training to web editors across the council.

10.   Manage relationships with subject matter experts in council services to keep them engaged with the process of ensuring content is accurate and meets the agreed standards.

11.   Establish, lead and work collaboratively as a team member in multi-disciplinary teams, building relationships, trust and confidence. These teams will span organisational silos and include partners, other organisations and run from initiation of design work through to managing delivery of solution/s. Depending on work patterns you may be part of one such team at a time or many.

12. Monitoring the performance of content and user journeys to understand user behaviours and feedback, identifying ways to make iterative improvements.

13. Managing and optimising digital tools and applications such as search functionality, council web pages, jobs site and SharePoint content on the intranet.

14. Produce various documentation to support governance and engagement activities, ensuring it is user centred, using different tools and techniques to effectively communicate messages.

15. Provide visibility of the work of the team to the organisation, working in an open and transparent way, creating a culture of sharing and reflective learning ensuring continuous improvement.

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Supervision and management
Reporting to: Digital Services Manager
Responsibility for: No direct supervision or line management responsibility but must be able to work closely with colleagues at all levels of the organisation.

Other factors
16. Office based post with travelling required to deliver services and attend meetings and conferences locally, regionally, and nationally as appropriate to the level and post.

17. Prepared to work flexible hours (including weekends) to facilitate system implementation and support, and major incident communication.

Our values
Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.

Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment, and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training, or registrations Required by law or essential to the performance of the role or both	**Assessed through:**
1. Relevant qualification commensurate with National Qualification Framework L3, or relevant experience	Application form
Experience	
2. Experience of writing excellent accessible content for a variety of mediums but primarily website/digital and can explain content decisions	Application form
3. Experience of designing and continually improving customer journeys based on user research and iterative user testing	Application form
4. Experience of search engine optimisation	Application form
5. Experience of undertaking user research and analysing data to identify opportunities to improve services	Application form
6. Experience of working with groups of stakeholders and creating a collaborative environment, building trust to design and implement new customer journeys	Application form
7. Able to apply knowledge and experience to create or work with others to design workable prototypes, testing with others and re-using established design patterns	Application form
8. Able to actively manage their own learning, ongoing development skills and knowledge to fulfil the role, with a clear awareness of own strengths and opportunities for growth	Application form
9. Maintain an awareness and understand of best practice in this area of work	Application form
Knowledge	
10. Knowledge of website usability and accessibility issues	Application form Interview Assessment
11. Knowledge of brand principles, concepts and techniques	Application form Interview Assessment
Skills and abilities	
12. Excellent written skills to portray complex information in Plain English	Interview Assessment
13. Proven ability to write for the web	Interview Assessment
14. Good interpersonal skills to work with a wide range of colleagues including service managers, IT developers, designers, policy / legal teams and senior management	Interview Assessment
15. Proven ability to work to tight deadlines and conflicting demands	Interview Assessment

16.	Competent in the use of a range of software and web tools, including MS Office, image editing, Google Analytics etc.	Interview Assessment
Our values		
17.	Respect	Interview Assessment
18.	Together	Interview Assessment
19.	Accountability	Interview Assessment
20.	Openness	Interview Assessment
21.	Curiosity	Interview Assessment
Other		
22.	Ability to fulfil the travel requirements of the role	Application form

Desirable

Desirable criteria will be used in the event of multiple applicants meeting the minimum essential requirements and if applicable, will be assessed through a combination of your application form, assessment, and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations		**Assessed through:**
23.	Project management skills	Application form
Experience		
24.	Experience of working with Content Management System tools	Application form
25.	Experience of working with digital platforms such as SharePoint	Application form
Knowledge		
26.	Understands how to make services accessible to the greatest range of people and needs	Application form Interview Assessment
27.	Familiar with the Government Digital Service design manual	Application form Interview Assessment
Skills and abilities		
28.	Skills in HTML and/or CSS	Interview Assessment
29.	Has the ability to work in a fast paced, evolving environment and utilise iterative and flexible approaches to enable rapid delivery	Interview Assessment
30.	Unafraid to take risks, willing to learn from mistakes	Interview Assessment
31.	Works in an open and transparent way	Interview Assessment
32.	Gives and receives constructive feedback	Interview Assessment
33.	Able to demonstrate empathy for customers and a user centred approach	Interview Assessment

Job description Approval

Title	Corporate Director for Transformation, Customer and Cultural Services	**Date**	July 2025