

JOB DESCRIPTION

Job Title:	Associate content designer		
Directorate:	Communities	Salary:	£30,024 - £35,412 FTE Plus £729 LW
Section:	Digital Change and Service Improvement	Grade:	BG-H SCP 15 – SCP 24
Location:	Home/Time Square	Work Style:	Hybrid

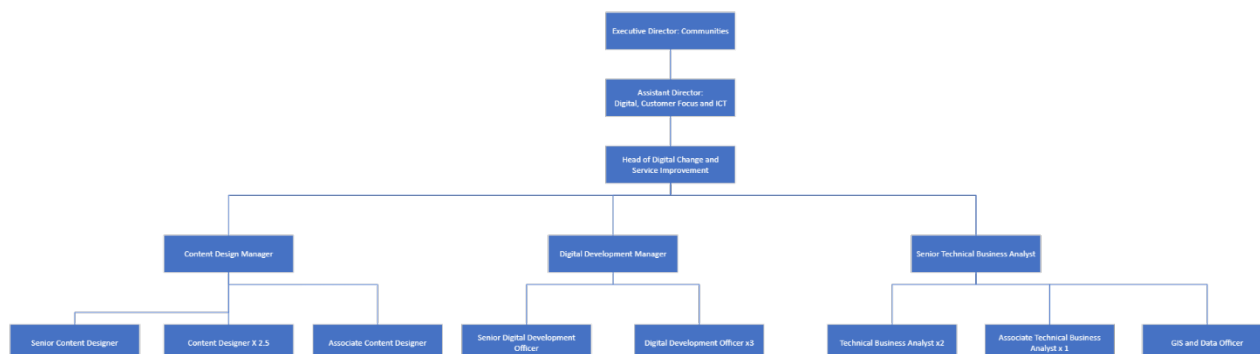
Key Objectives of the role

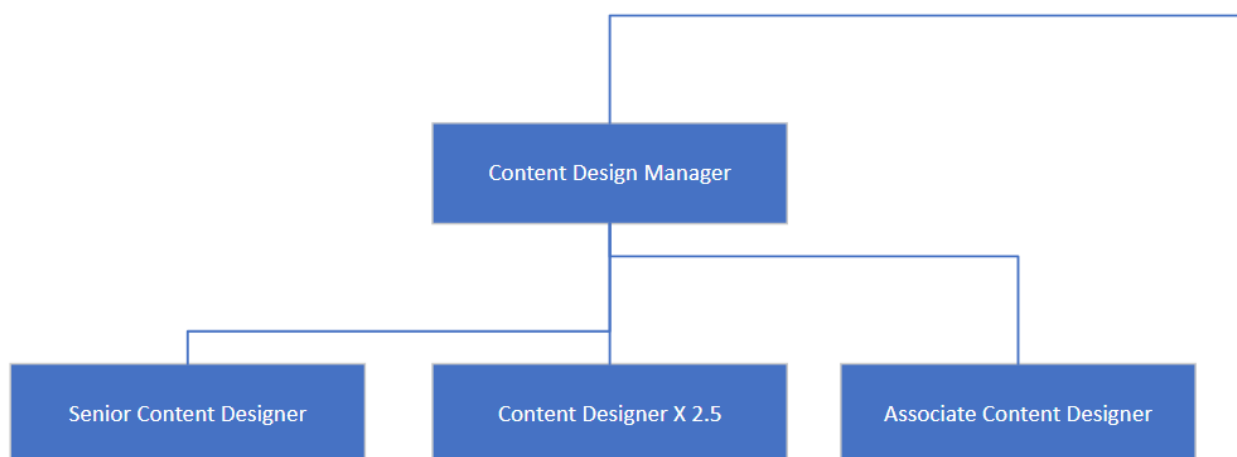
Content designers make things easier for people to understand and use. This can involve working on a single piece of content or on the end-to-end journey of a service to help users complete their goal. Your work may involve the creation of, or change to, a transaction, product or single piece of content that stretches across digital and offline channels.

Council digital services include the public website, intranet, microsites, forms and associated web applications.

Your key objectives are to create, publish and review content for the council's digital services. The role involves a mix of daily editing, publishing and quality control to make sure web standards are maintained.

Designation of post and position within departmental structure





Daily and monthly responsibilities

- To use the corporate Content Management System (CMS) and other web-based systems daily to create, edit and publish content to the council's websites and intranet. This work will initially be supported by content designers, but you will have autonomy over your work following a training period.
- To take responsibility for content published and to make sure that it is appropriate for its intended audience. You will make sure it meets accessibility standards and recognised standards for usability and plain English.
- This role involves engaging with both internal and external stakeholders to communicate content and accessibility standards clearly. The postholder should be prepared to confidently address any challenges that arise in the first instance.
- Managing business as usual requests to carry out daily updates of content on internal and external websites.
- To respond independently to a range of customer enquiries. These may be received from staff or the public. You will be expected to investigate the query and respond in a timely manner.
- To work collaboratively with content design team and service teams.
- To identify any areas of our digital services which need updates and improvement.
- To work independently after being given direction by more senior content designers.
- To promote accessibility standards across digital content and actively address any areas of concern.
- To independently identify user issues and needs.

- To support content team administration and publishing processes, for example maintaining process guides and advice to internal publishers.
- Any other duties as may be required which are compatible with the nature of this post.

Scope of role

- Direct impact on council's external image and reputation.
- Commitment to the council's Equal Opportunities policy at all times.
- Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times.
- Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only

PERSON SPECIFICATION

KEY CRITERIA	ESSENTIAL	DESIRABLE
Skills and qualifications	Educated to A Level or equivalent standard.	Degree level qualification or equivalent experience.
Competence Summary (Knowledge, abilities, skills, experience)	<p>High standard of written English, proof reading and editing ability.</p> <p>Excellent verbal and written communication skills.</p> <p>Knowledge of website accessibility and usability issues and guidelines.</p> <p>Customer focussed.</p> <p>Pays close attention to detail.</p> <p>Competent user of MS Office.</p> <p>Excellent interpersonal skills.</p> <p>Meeting deadlines and targets, demonstrating an ability to achieve despite constraints or obstacles.</p>	<p>Experience in writing and publishing digital content.</p> <p>Knowledge or use of a CMS (content management system)</p>
Work-related Personal Requirements	<p>Ability to work without close supervision in a busy and demanding environment, but also as part of a team.</p> <p>Focused on task completion.</p>	
Other Work Requirements	<p>Able to work out of hours occasionally.</p> <p>This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2016; the requirement to fulfil all spoken aspects of the role with confidence in English applies.</p>	
Role models and demonstrates the council's values and behaviours	<p>Our values define who we are. They outline what is important to us. They influence the way we work with each other and the way we serve our residents and engage with our communities.</p>	

We make our values real by
demonstrating them in how we
behave every day.

All staff should hold a duty and commitment to observing the council’s Equality and Dignity at Work policy at all times. Duties must be carried out in accordance with relevant Equality and Diversity legislation and council policies and procedures.

