



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Digital Experience Designer
Service	CEM
Team	Digital Experience
Location	Shute End
Reports to	Digital Experience and Strategy Lead
Worker Style	Hybrid - Remote working with attendance at Council offices as and when required
Responsible for	N/A
Grade	8
Contract Type	Fixed Term (12 months)
Post number (if known)	

Main Accountabilities	
1.	Design and improve user-centred digital experiences across websites, intranet, online forms and digital services, using research, data and user insight to help residents, businesses and staff complete tasks simply and efficiently.
2.	Create, structure and maintain clear, accessible content based on user needs, plain English principles, information architecture and evidence of what works.
3.	Undertake user research, usability testing, journey mapping, wireframing and prototyping to identify needs, pain points and opportunities for service improvement.
4.	Use analytics, feedback and accessibility insight from tools such as GA4, Clarity and Siteimprove to monitor performance, improve findability and increase task completion.
5.	Champion accessibility, inclusive design, content governance, design standards and collaborative working with stakeholders, developers and service teams.

Person Specification	Essential	Desirable
Education/Qualifications	Relevant professional experience or equivalent qualification in digital design, content design, UX, service design, web development, communications, or another relevant discipline.	Training or accreditation in user-centred design, content design, accessibility, service design, analytics or equivalent professional development.





Experience	Experience of creating user-centred digital experiences, designing and simplifying content using plain English, undertaking user research or usability testing, improving information architecture and navigation, analysing digital performance data, and working collaboratively with stakeholders to improve digital services.	Experience in local government, NHS or wider public sector environments. Experience of working with Drupal, SharePoint or another enterprise content management system. Experience of Figma or similar prototyping tools, service design methods, GOV.UK standards or content design guidance.
Skills/Knowledge	Strong knowledge of content design, UX principles, accessibility and WCAG requirements, information architecture, user journeys, usability testing, analytics and evidence-based improvement. Able to manage competing priorities, communicate clearly, work collaboratively and make complex information easier for users to understand.	Knowledge of GOV.UK Service Standard and Content Design guidance. Familiarity with GA4, Clarity, Siteimprove, Figma, Miro, readability tools, content models and digital design patterns.

Purpose Details	
Service Purpose	The Digital Experience Team improves the quality, accessibility and effectiveness of the Council's digital services. The team works across websites, intranet, online forms and other digital channels to make information easier to find, services easier to use, and digital journeys clearer for residents, businesses, staff and partners.
Role Purpose	To combine content design and user-centred design to improve digital experiences across Council websites, intranet, online forms and digital services. The role will use research, data, user insight, accessibility standards and evidence-based design to help users complete tasks simply, efficiently and confidently.
Corporate Parenting	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.

Supervision and Relationships	
Supervision Received	The postholder will report to the Digital Experience and Strategy Lead and will work with a reasonable degree of autonomy within agreed priorities, standards and governance arrangements. Work will be reviewed through regular one-to-ones, project updates, performance discussions and agreed delivery plans.
Supervision Given	The postholder will not have direct line management responsibility. The role may provide professional guidance, advice and support to colleagues, service teams and content owners on content design, user experience, accessibility, analytics, governance and digital standards.





Contacts	The postholder will work with internal stakeholders across Council services, members of the Digital Experience Team, developers, communications colleagues, service managers, content owners and staff using the intranet. The role may also involve contact with residents, businesses, partners or suppliers through research, testing, feedback and service improvement activity.
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Resources/Budget Management
N/A

Special Requirements
Hybrid working, with remote working and attendance at Council offices as required. The postholder may occasionally need to attend meetings, workshops, user research sessions or stakeholder sessions in person. The role requires frequent use of display screen equipment. The postholder must follow Council policies on information governance, data protection, accessibility, digital standards, health and safety and safeguarding. No specific uniform, manual handling, driving, out-of-hours or politically restricted requirements are anticipated unless advised otherwise by the service.

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	N
Driving for Work	N
Hand Arm Vibration	N
Lone Working	N
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N
Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N





Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Vulnerable Adults	N
Work Environment Details	Hybrid office and remote working environment. The role is primarily desk-based and involves frequent use of display screen equipment, online collaboration tools, digital platforms, content management systems, analytics tools and design/research software. Occasional attendance at Council offices, workshops, meetings or user research sessions may be required.

Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	Y

Disclosure and Barring Service (DBS)	Details
DBS Requirement	NA
Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)

Re-checks
NA





WOKINGHAM
BOROUGH COUNCIL

Evaluation Declaration

Date of Evaluation:

August 2026

Evaluated by:

HR Team

