

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital, Operations and Access

POSTHOLDER SECTION: Content

GRADE: PO4

POST DESIGNATION: Content Designer

Purpose of Job:

To be responsible to the Senior Content Designer for:

1. Leading content design for our most complex products and services, working in the open with the user at the centre of all you do, including working across multiple product teams concurrently.
2. Work in multidisciplinary teams to deliver services end to end from discovery to live.
3. Contributing to content strategy for whole service transformation and product development.
4. Contributing to the creation of standards, guidance and style patterns for the council, making sure content is human-centred, clear, accessible, helpful, inclusive and is of a high standard across all channels and services.
5. Working with people across the council to explain the benefits of content design and transfer skills wherever appropriate.
6. Support more junior members of the team to work in multidisciplinary teams, helping develop high-performing people.

Manages up to 2 directly managed staff.

Manages up to 4 indirectly managed consultancy/contracting staff.

Main Duties:

1. Assist in the development of a content team and community at the Royal Borough of Greenwich; hiring, setting standards and role modelling multidisciplinary working. Take part in interviews, lend judgment and assess candidates.
2. Create and iterate content for our most vulnerable residents to meet policy intent, taking content from discovery to production.
3. Build websites and web services end to end as part of a multidisciplinary team.
4. Work with senior leaders across the council to help them understand content design and how transforming how they communicate with their customers could improve service delivery.

5. Take responsibility for the career development of your line reports, arranging learning and development opportunities as needed as well as setting clear objectives, coaching, mentoring and managing performance.
6. Audit existing content and systems to put the problem into context, taking part in shared critiques and suggesting then carrying through wholesale change.
7. Take part in user research, gathering data and insights to help make content changes within services.
8. Use analytics data, user feedback and user research to identify the needs of users, map user journeys and inform content strategy.
9. Review and provide direction on the work of other content designers and experts from other disciplines.
10. Take responsibility for content across all channels – online, telephony scripting, letters, emails and texts, face to face communication. Create consistent style guides and patterns and make changes to make content consistent across whole services.
11. Create content plans with the services you pair with, creating roadmaps for change and helping them innovate with how they communicate.
12. With support, draft and seek agreement to content strategy for services.
13. Draft, test and improve content based on user story and job story to address the problems.
14. Test content with users and adapt, iterate and improve it based on feedback and evidence.
15. Contribute to the building of a content style guide for the council which reflects cross-government content design standards, ensuring we speak to our users in consistent and accessible ways regardless of channel or service used.
16. Develop and broaden your skills and confidence levels to be able to create content strategy.
17. Undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
18. Perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.

Person Specification

Job Title	Content Designer
Grade	PO4
Service/Section	Digital, Operations and access / Content
Directorate	Resources

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria
Knowledge
<u>Essential</u> • Knowledge of creating, iterating, publishing and managing high-quality, user-centred content. • Deep knowledge of content publishing systems with the ability to review and improve processes. • Knowledge of agile ways of working and modern software development practices. • Knowledge of modern tools and platforms for designing and publishing web content. <u>Desirable</u> • Knowledge of the cross-government DDAT framework
Skills and Abilities
<u>Essential</u> • Relentless focus on the user, able to translate user feedback to content need and user stories and job stories. • Ability to influence at the most senior levels in an organisation, communicating the value of content across our services and channels. • Ability to think strategically, mapping organisational need to content development. • Ability to prototype content in a range of tools. • Ability to run a community of practice, develop people and set strong consistent standard for content design practice. • Ability to develop user-focused content across multiple services and channels to create a seamless user experience. • Ability to translate business language to plain English, bridging the gap between a corporate service need and a user need. • Ability to build relationships across the organisation at all levels, especially with policymakers and service owners. • Strong communication skills, including the ability to make complex languages and processes easy to understand.

- Skilled in providing feedback to and mentoring other to make sure they're delivering quality work.

Desirable

- Ability to coach teams in agile ways of working.

Experience

Essential

- Experience pairing with other disciplines to create content in digital services.
- Experience using analytics, user feedback, and user research to evaluate and improve content.
- Experience creating clear content across multiple services and channels concurrently, working between product teams with the ability to prioritise.
- Experience coaching and mentoring.

Desirable

- Experience creating content in the public sector.
- Desire to take an active role in the cross-government digital community.
- Experience writing content strategy and designing information architecture.
- Experience of line management and developing people.

Equal Opportunities

- Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.
- Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.