

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Digital, Operations and Access

POSTHOLDER SECTION: Content

GRADE: PO6

POST DESIGNATION: Senior Content Designer

Purpose of Job:

To be responsible to the Lead 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. Creating content strategy for whole service transformation exercises, to help senior leaders reimagine and transform how they communicate with users
4. Contributing to the creation of standards, guidance and style patterns for the council.
5. Support more junior members of the team to work in multidisciplinary teams, helping develop high-performing people.

Manages up to 5 directly managed staff.

Manages up to 10 indirectly managed consultancy/contracting staff.

Main Duties:

1. Take a lead role in developing a content team and community at the Royal Borough of Greenwich; hiring, setting standards and role modelling multidisciplinary working
2. Create and iterate content for our most vulnerable residents to meet policy intent, taking content from discovery to production
3. 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
4. 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
5. Use analytics data, user feedback and user research to identify the needs of users, map user journeys and inform content strategy.

6. Review and provide direction on the work of other content designers and experts from other disciplines.
7. Create content strategy with the services you pair with, helping them make their user communication clearer and more outcome-driven, enabling the service to transform
8. Take a lead role in building 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
9. Coach and mentor more junior members of the team
10. To 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.
11. To 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	Senior Content Designer
Grade	PO6
Service/Section	Digital and Customer Services / Content
Directorate	Resources

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

Criteria
Knowledge
<u>Essential</u> <ul style="list-style-type: none"> • 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> <ul style="list-style-type: none"> • Knowledge of the cross-government DDAT framework
Skills and Abilities

Essential

- Relentless focus on the user, able to translate user feedback to content need and user 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 write content strategy across a range of services
- 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 of line management and developing people
- Experience coaching and mentoring
- Experience writing content strategy and designing information architecture

Desirable

- Experience creating content in the public sector
- Desire to take an active role in the cross-government digital community

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.