Job Title:	Content Designer
Function:	Corporate Development
Job Field:	Delivery and Service Design

Job Purpose

The Content Designer will work on end-to end service journeys to help Essex citizens and businesses complete their goal quickly and easily and ensure content delivers the Council's policy intent. The role will be responsible for strategically reviewing, designing and updating content and will make a significant contribution to the Council's ambition to deliver better, faster solutions for less, around the needs of users.

Technically skilled, the role will draw upon extensive professional experience to ensure the organisation understands the importance of interaction and content design and apply specialist skills in designing high-quality, user-focused, multi-channel content that meets our statutory obligations around accessibility.

The role will engage services and policy areas from the wider organisation and system and a range of internal and external stakeholders, to ensure content is user focused and support the successful delivery of products into live environments.

Service/Functional Accountabilities

1. Responsible for leading user-centred design within the organisation and proactively contributes to the team's open working practices and behaviours.

2. Responsible for developing influential relationships with executive, senior and operational stakeholders, across ECC and the wider system, to understand their needs and effectively build consensus for user-focused content and design decisions.

3. Accountable for evaluating strategies to ensure business requirements are met and content delivers policy intent.

4. Responsible for scoping, planning and running collaborative design projects to understand user needs and design user-focused service content.

5. Accountable for collaborating with subject matter experts across the organisation to simplify complex language and processes and to make sure content is accurate.

6. Responsible for using quantitative and qualitative insights to determine how best

to meet user needs, challenge assumptions and provide a persuasive case to influence stakeholders and senior decision makers.

7. Accountable for effectively relating user needs to existing content to identify actionable improvements and to creating and iterating new content.

8. Responsible for developing and agreeing metrics for content in collaboration with service managers so they are able to monitor the performance of content and identify opportunities for improvement.

9. Responsible for carrying out appropriate policy and legal checks for statutory content and ensuring all content meets the Government Digital Standards and statutory requirements for Accessibility.

10. Responsible for keeping up to date with new ways of working and applying best practice approaches in content design and skills transfer across the wider team and profession.

Skills, Knowledge and Experience

1. A degree level qualification in design, journalism, communication or equivalent by experience.
2. Evidence of continuing professional development and expert knowledge in relevant professional area.
3. Experience of creating and managing content in a large organisation and working with content publishing systems.
4. Experience of working at pace using agile methods to understand user behaviour.
5. Proven experience of effectively managing relationships with stakeholders including influencing and challenging decisions that don't meet user need.
6. Proven ability to create content that is in Plain English, compliant with Accessibility requirements and optimized for search engines.
7. Proven experience of using web analytics tools to define and improve content and guide decision making.
8. An understanding of how to apply Government Service Standards and the ability to work with standards including Accessibility regulations.

Essex County Council