



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

Job Purpose

Our ambition is to re-imagine public services to be faster, better and cheaper; using the very best of design, digital and entrepreneurial thinking from across Essex and beyond. The Lead Content Designer will make an important contribution to achieving the council’s ambition by ensuring the end-to end journey of services is designed to help users complete their goal quickly and easily.

This will involve working with service managers across the council to ensure appropriate content is shown to a user in the right place, delivers a consistent message in the best format across both on and offline channels.

The role will champion a user-centred approach, proactively engaging stakeholders to improve the Council’s understanding of the importance of good content and keeping up to date with industry changes.

As an experienced content design professional, the role will provide leadership to a team of content designers, assuring the quality of content design across project teams and ensuring alignment to strategy.

Service/Functional Accountabilities

1. Responsible for championing user-centered design and the importance of good content across the organisation and supporting the team’s open working practices and behaviours.
2. Accountable for working collaboratively with service areas to help service managers monitor the performance of content, identify areas for improvement and develop new statements of work.
3. Work collaboratively with service areas to have an overall perspective on business issues and activities and advise on their wider implications and long-term impact (e.g. determining patterns, standards, policies, roadmaps and vision statements).
4. Accountable for planning and managing the different phases of content design, iterating over time to ensure end-to end journeys are the best they can be.
5. Accountable for testing different versions of content and ensuring design decisions are based on evidence from user research and analytics.
6. Accountable for setting high standards, ensuring content meets Government Service Standards and Government Accessibility Regulations, and appropriate policy and legal checks are carried out for statutory content.

7. Accountable for applying best practice in content design and Search Engine Optimisation.
 8. Responsible for building and managing external partnerships with other leaders in content design and create opportunities for collaboration and learning.
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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 building and nurturing new teams of qualified professionals in a matrix setting, providing strategic leadership and objective setting.
 4. Experience of creating and managing content in a large and complex organisation and working with content publishing systems.
 5. Experience of balancing the needs of users with organisation priorities to make the right decisions and empowering teams to act upon them.
 6. Proven experience of managing relationships with stakeholders including influencing and challenging decisions that don't meet user need.
 7. Experience of using analytics and user insight 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.
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