

Job Description

Job title	Junior Content Designer
Directorate	BUSINESS : Business Support
Division	Digital
Range	MPR 3
Reports to	Senior Content Designer

Main purpose of the job:

Supporting content design for our digital products and services, working with the user at the centre of all you do.

Maintaining existing digital services such as medway.gov.uk by updating content based on requests from service areas.

Improving search engine optimisation (SEO) by reviewing search terms and updating search results and metadata on webpages.

Maintaining the quality of our content by addressing issues such as broken links and spelling errors.

Taking information (sometimes complex) and making it easier to understand by writing in plain English and adhering to content standards and style patterns.

Working with service areas to ensure they're maintaining content accuracy and have plans in place to review and update content.

Using customer insights to understand how our online services are being used and help develop content decisions made by the Content Design Team.

Supporting Content Designers in the delivery of online services and projects where needed.

Liaise with stakeholders in a way that promotes the [vision and values](#) of the Council.

Accountabilities and outcomes:

Review and update content to ensure it maintains accuracy and quality.

Create and iterate content for our residents to meet policy intent and provide good online user journeys.

Use analytics data, user feedback and user research to identify the needs of users and inform content decisions.

Support implementation of our content style guide that reflects cross-government content design standards, ensuring we speak to our users in consistent and accessible ways.

Help colleagues understand content design and how transforming how they communicate with their customers could improve service delivery.

Take part in discussions, workshops and shared critiques with Content Designers, making suggestions and supporting content changes.

Develop your skills with help and guidance from Content Designers to be able to create content independently and confidently.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Organisation:

This role reports to the Senior Content Designer.

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.



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Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

A good standard of education and relevant work experience in content creation.

Evidence of a commitment to continual professional development.

Level B (in addition)

Has started a digital or content related qualification with demonstrable development or has equivalent experience.

Level C (in addition)

Has gained a digital or content related qualification or has equivalent experience.

Knowledge

Level A

Knowledge of creating, iterating, publishing, and managing high-quality, user-centred content.

Level B (in addition)

Knowledge of content publishing systems with the ability to review and improve processes.

Level C (in addition)

Knowledge of modern tools for designing and improving web content.

Knowledge of the latest Web Content Accessibility Guidelines (WCAG).

Awareness of the cross-government DDAT framework.

Experience

Level A

Experience editing and publishing content in line with a content style guide.

Experience using analytics, user feedback, and user research to evaluate and improve content.

Level B (in addition)

Experience pairing with others to create content for websites or digital services.

Level C (in addition)

Experience creating clear content across multiple services and channels.

Experience creating content in the public sector.



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Desire to take part in the cross-government content community.

Skills

Level A

Ability to update and develop user-focused content across multiple services.

Ability to translate business language to plain English, bridging the gap between a business need and a user need.

Ability to adhere to a content style guide and standards.

Level B (in addition)

Ability to prioritise content requests and tasks.

Ability to prototype content, for example through low fidelity drawings and within a content management system.

Ability to build relationships with team members and across the organisation.

Level C (in addition)

Strong communication skills, including the ability to make complex information and processes easy to understand.

Ability to consider the wider consequences of making content updates (for example assessing what content already exists and how new content fits in).

Ability to translate user feedback to content needs and user stories.

Ability to provide feedback to others.

Ability to influence colleagues in other service areas by communicating the value of content design.



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