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| **Role Title** | **Digital Content Designer** |
| **Job Family** | **Corporate Development** |
| **Competency Level** | **Principal Officer** |
| **Pay Range / Scale** | **PO1** |
| **Purpose** | |
| Waltham Forest has a challenging, customer focused digital agenda.  As the Digital Content Designer you will be focussed on making our websites and services simpler, clearer and faster to interact with for our residents and businesses. You will be a skilled at writing high-quality, user-focussed content, and understand digital, technology and people.  Supporting the Digital Content & UX Manager you will play an active part in the delivery and success of the digital content and user experience strategy while ensuring day-to-day business as usual updates are reviewed, assessed and delivered to a high standard.  You will be committed to ensuring that at all times required outcomes (business change, service improvements and council savings) are met to untimely improve the life chances of our residents. | |
| **Generic Accountabilities** | **End Results/ Outcomes** |
| Provide advice and make recommendations based on up to date knowledge and analysis / evaluation of information.  Manage escalated or complex customer issues within the relevant area. | Expert advice, information, interpretation and support are provided on the full range of technical / professional issues within the area of responsibility.  Issues are managed through to a satisfactory conclusion.  Risk to the Council is minimised. |
| Contribute to the development of service plans to meet strategic business goals. | Strategic and operational input is provided to wider business planning and development.  Customer needs are identified.  Services meet legislative and policy requirements. |
| Research developments in relevant area. Collate process and analyse information / data. Translate outputs into advisory reports / documents / actions as appropriate. | Relevant information / data are managed efficiently and accurately.  Accurate and relevant information / reports / documentation are produced.  Trends and issues are identified and prioritised.  Statutory and procedural obligations are fulfilled.  Management decision making is supported. |
| Lead on the development, implementation, maintenance and management of systems, policies, procedures and / or standards within area of responsibility. | Changes to systems, policies and / or procedures are identified and recommended.  All updates, amendments, developments are tested and approved prior to delivery.  Customers receive prompt, accurate policy / procedural updates.  Service standards are improved. |
| Work closely with others to support/Manage the development and delivery of improvements in processes and procedures. | Identifies gaps in service provision/highlight policy issues and makes recommendations to resolve the issues.  Agreed improvements are developed, delivered and evaluated.  Issues and recommendations are brought to the attention of senior managers.  Benchmark against best practice authorities and center of excellence. |
| Prepare and present a full range of reports (both standard and non-standard) covering area of responsibility. | Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales.  Evidence based recommendations are made. |
| Manage a portfolio of Projects and Reviews.  Lead on specific projects as required. | Projects are delivered to agreed specification, timescales and budgets.  Change initiatives are successfully integrated and implemented across all impacted service areas.  Value for money is achieved.  Ongoing savings secured. |
| Co-operate with and support colleagues. | Colleagues are supported.  Required information is provided. |
| Act in accordance with all policies and procedures which apply to the job and understand the reasons for this. | All policies and procedures are complied with. |
| Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager. | Work is carried out in a way that is safe and without risks to health. |
| **Job-specific Accountabilities** | **End Results/Outcomes** |
| Digital content creation, editing and optimisation. | Creation of digital content to support projects, content strategy initiatives and the digital team mission to ‘build services so good, that people prefer to use them’.  Excellent digital copy writing and editing skills, attention to detail and discipline to follow established policies and processes.  Ensure the corporate website is effective and best in class, through continual monitoring of content effectiveness and by making continual improvements.  Work closely with the Digital team and services to plan and implement content changes. |
| Utilise analytics to make effective content decisions and changes. | Utilise a range of analytics platforms including Google Analytics, Siteimprove, GovMetric, HotJar and govService CRM to measure, track and analyse the effectiveness of digital content against defined measures of success.  Use this data to inform day-to-day content improvements.  Support the Digital Content & UX Manager to report on key performance measures (such as website visits, top tasks, completed / uncompleted tasks, satisfaction rates, landing pages, portal sign up rates and other such measures as appropriate) monthly. |
| Follow and maintain digital content standards.  Promote standards to services. | Support the Digital Content & UX Manager to establish and implement content standards, processes and best practices for content creation, distribution, maintenance, optimisation and retrieval.  Refer to, update and follow digital team editorial principles and processes.  Ensure all content is on-brand, of a consistent quality and tone of voice, and optimised for SEO, accessibility and search.  Provide digital content training to stakeholders as required. |
| Review and action business as usual (BAU) content requests, ensuring websites are kept up-to-date. | Support the Digital Content Officer to monitor, assess and respond to all BAU requests within agreed SLAs.  All Digital team FOIs and Complaints are responded to promptly within SLA.  Keep stakeholders informed on progress.  Provide out of hours support when required for critical issues affecting websites, tools and services. |
| Represent and champion the Digital Team, the excellent work and outcomes it is delivering. | Be a Digital Team advocate on all occasions, positively promoting what they do, how they do it and the outcomes the team is achieving. |
| **Nature of Contacts** | |
| The ability to communicate well and build strong relationships is essential in this role. You will need to quickly earn the trust of project sponsors, stakeholders and the Digital team, proactively understanding their priorities and keeping them updated on progress.  If there’s conflict, you’ll resolve it using your sensitivity, persuasiveness, and negotiation skills to communicate with diverse audiences in a non-technical language that your stakeholders understand.   * Regular contact with Heads of Service providing expert advice, guidance and support on content and user experience related issues. * Build strong relationships with senior and junior representatives from across the organisation, acting as a Digital Champion, educating and advocating good digital content practice. * Build a strong relationship with Customer Services. * Report the Digital Content & UX Manager, keeping them informed on progress and challenges, and taking their steer on the direction of service. * Manage relationships and collaborate with key stakeholders on the delivery of milestones to ensure projects run smoothly and meet stakeholder expectations. * Regular interaction with the Digital Product and Development teams to successfully deliver outcomes that meet organisation goals. * Regular contact with services, providing excellent customer service to stakeholders requesting BAU changes to websites. * May involve direct contact with members of the public. | |
| **Procedural Context** | |
| This is an exciting time to join Waltham Forest – London’s first Borough of Culture.  As the Digital Content Designer you will be focussed on customer-needs analysis, identifying gaps and overlaps in our existing websites and services, and then remedying them.  Collaborative working is key in your role – as you will need to work with the whole digital team, on all or any of our projects as well as on-going content optimisation work and supporting the Digital Content & UX Manager to design and implement a successful digital content strategy. You’ll also work with other services from across the council and build a strong relationship with customer services, understanding their challenges and strengths as we strive to move more customers into digital and away from calling us.  Day-to-day you will:   * scope, design, write, edit and publish digital content * ensure user journeys are the best they can be * manage relationships with subject matter experts to make sure content is accurate * produce content assets that are accurate, timely, high quality (based on insight and outputs of user testing, relevant to the audience, easily understood, optimised for search engines) and to style * choose the best format for displaying information to the user - if one doesn’t exist you will ideas or identify the gap * monitor the performance of content and tools * identify ways to improve the our websites, content and digital services * support the Digital Content Officer in BAU delivery * support the Digital Content & UX Manager to deliver the content strategy.   You will be deeply passionate about improving people’s lives, digital content and user experience.  Occasionally the post will be expected to work from other locations.  Reports to: Digital Content & UX Manager. | |
| **Key Facts and Figures** | |
| The Digital Content Designer will have responsibility for delivering content recommendations, improvements and updates that may have impact upon the design and operation of council services. | |
| **Resourcing** | |
| Budget Responsibilities**:** none  Supervisory Responsibilities: none | |

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| **Knowledge, Skills and Experience** |
| * Extensive experience of writing, delivering and tracking the success of digital content, with proven ability to create content that is accessible and usable. * Experienced using customer feedback and analytics to extract insight to define and improve content. * An understanding of UX techniques, methodologies and tools. * Experienced in managing a mixed and varied workload of conflicting priorities, responding effectively to the needs of all customers. * An excellent communicator, skilled at building strong relationships across a business, and able to influencing and negotiate with stakeholder’s to get the best outcome for our customers. * Excellent planning and organisational skills, coupled with a strong focus on the delivery of the objective. * High degree of endurance and flexibility to work through multiple iterations of work and quickly manage changing priorities and diverse subject matters. * Ability to deliver under pressure and provide informed responses to management in short timeframes. * Ability to see the big picture, and make effective decisions. * Familiar with working in an agile environment and of development processes. * Proactive and results-oriented, creative and innovative in finding solutions to problems. * CMS experience and basic HTML skills required. * Excellent command of the English language, both written and spoken. |
| **Indicative Qualifications** |
| Educated to degree level or equivalent standard.  Experience of working in an agile environment and Agile Certification desirable.  Evidence of continuous professional development. |

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.