

## Job Profile

**Job Title: Lead Content Designer**

**Job Grade: Level 5 Zone 2**

### About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

**You will be leading the content design team - creating, planning and editing content across our digital products and services based on user needs gained from insight and improved by data. You will be working in the open, collaborating across teams and working across all channels to ensure we provide excellent content for our citizens through building high performing team, and a community of practice within the council.**

### About the role

Working as part of a multidisciplinary team and reporting to the Experience Design Lead, the role of Lead Content Designer is to manage a small team producing clear, accessible content in the right formats in the right places to make things easier for people to understand and use. This may involve working content directly or end-to-end journeys of a service to help users complete their goal.

The role of the Lead Content Designer:

Our content designers plan, design and create content for users that helps them get the information they need. Working closely with user research and other design disciplines you will thoroughly understand your audience and their needs in order to create accessible, useful signposting and information across products and services. As Lead Content Designer, not only will you lead content design strategies, you will help other teams in their creation and maintenance of content, explaining the critical role of content design to many teams across the council, and creating an environment for your team's success.

As Lead Content Designer, you will advise where and when your teams will take an active and engaged role in the iterative design and development process, providing expertise in content and help to develop and add to a new design system as well as style guidelines when appropriate. You will encourage and support active collaboration and feedback within the team and across disciplines, running design crits, providing honest and constructive feedback and, and facilitating design workshops. You'll mentor content designers and encourage their

development in human centred design, best practice content design and use of tools and resources. And you'll be responsible for advocating for best practice across the organisation.

You will 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.

### **About you**

You will have solid experience of creating content for products and services that makes them easy to use and understand – from menu labels to error messages to information pages. You will understand content formats and how they can be used most effectively to aid user's understanding such as video, animation or photography.

You will have a thorough understanding of design thinking and accessibility standards, adhering to best practices and methods to help develop frameworks and principles.

### **Knowledge**

- Thorough understanding of how to create good, accessible content across devices and for different communities
- Thorough knowledge and understanding of content strategy and best practice content and accessibility standards
- Thorough knowledge of the Web Content Accessibility Guidelines (WCAG)
- Understanding of other design disciplines, including user research, and how content design works with different teams and disciplines to best serve our citizens and internal users
- Good understanding and experience of web analytics tools
- Good understanding of research methods
- Good knowledge of Design Systems
- Good content production skills such as simple image editing, basic html
- Experience of confident working with several content management systems

### **Skills and Abilities**

- **User-centred content design.** You design content to meet user needs and make complex language and processes easy to understand. You can present the right information in the right format for what users need. You have robust experience of writing, editing and publishing digital content with experience of using content management systems and content production processes to publish content. You write in plain language in a way that users understand, making information accessible to all. You understand government accessibility requirements and can design content that works with common assistive technologies. You use data, research and

evidence to review and evaluate content to make improvements. You consistently and effectively apply content standards and style guidelines to your work. You work to continuously improve content and understand why content lifecycle management is important. You can work autonomously.

- **Agile working.** You are aware of and understand agile methodology and can apply an agile mindset to your work. You can work in a fast-paced, evolving environment and use an iterative and flexible approach to enable rapid delivery. You are unafraid to take risks, willing to learn from mistakes and appreciate the importance of agile project delivery to digital projects in government. You are able to make sure the team has a situational awareness of each other's work and how it relates to objectives and user needs. You can use a range of tools and platforms to plan and manage your work.
- **Content concepts and prototyping.** You understand different prototyping techniques, from paper sketches to coded prototypes and can use them to visualise content in context. You can choose the best option to make content understandable to different audiences and to demonstrate a proposed approach to content changes or improvements. You can show the value of prototyping to the team.
- **Stakeholder relationship management.** You can identify and communicate with senior stakeholders clearly and regularly. You can tailor communication to their needs and work with them to build relationships while also meeting user needs. You know how to build and reach consensus. You work to improve stakeholder relationships, using evidence to explain decisions made.
- **Strategic thinking.** You create content strategies and policies and can create content patterns or standards. You provide support for content improvement projects and focus on outcomes rather than solutions and activities.
- **User focus.** You can identify tasks that will provide insights into a problem. You can formulate hypotheses, gain insights from data and user research and make decisions on findings. You understand the range of different users who might access content and services and can identify their needs based on evidence. You can translate user stories into content that meets users' needs and propose suitable design approaches. You can use quantitative and qualitative data about users to turn user insights into outcomes.
- **Society and technology.** You understand the social and technological context for local government services. You can align user research activities to help your team understand changing user behaviour.
- **Technical understanding.** You have a good knowledge of the technologies used to build and operate digital services. You understand the different technical roles in a digital team.

## **Experience**

- Experience leading, managing or mentoring design team members or those taking on content design roles
- Creating and executing content for diverse communities
- Experience working in multidisciplinary teams
- Experience working as part of design teams with active working relationships with researchers, service designers, product designers and product managers
- Experience creating and implementing content strategies and standards
- Experience of building positive relationships with a range of both internal and external stakeholders

## **Over to you**

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk.

## **Is this role Politically Restricted?**

This role is currently on our politically restricted list. This means individuals holding these posts cannot have active political role.

## **Diversity & Inclusion**

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other nonwhite ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

## **Agile working**

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK ([www.HireMeMyWay.org.uk](http://www.HireMeMyWay.org.uk)). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

## **Asking for Adjustments**

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at [resourcing@camden.gov.uk](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG.