

Content Designer

Salary Range: £43,004 - £49,131

Location: 5 Pancras Square

Reports to: Lead Content Designer

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About the role

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 the UK's fastest-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.

As a content designer you will create, plan and edit content across our digital products and services based on user needs gained from insight and improved by data. You will work in the open, collaborating across teams and working across all channels to make sure we can produce and maintain the right content in the right places to enable citizens and teams to find and understand the information they need.

Working as part of a multidisciplinary team and reporting to the Lead Content Designer, the role of Content Designer is to produce clear content in the right formats in the right places to make things easier for people to understand and use. This can involve working on a single piece of content or on the end-to-end journey of a service to help users complete their goal.

You'll work closely with user research and other design disciplines to thoroughly understand your audience and their needs in order to create accessible, useful signposting and information across products and services. You will help other teams in their creation and maintenance of content, ensuring they understand best practice for content accessibility.

You 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 content style guidelines when appropriate.

The things you'll achieve

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You will create content for products and services that makes them easy to use and understand, from menu labels to error messages to information on services. You will understand content formats and how they can be used most effectively to aid user's understanding.

Define and create approaches to content design within Camden, including coaching others from across Camden in best practice.

You will understand design and accessibility, adhering to practices and methods to help develop frameworks and principles.

About you

User-centred content design: You design content to meet user needs and make complex language and processes easy to understand. You have experience of writing, editing and publishing accessible content and using content management systems. You understand accessibility requirements and can design content that works with common assistive technologies. You use data and research to evaluate content. You apply standards and style guidelines to your work.

Agile working: You understand agile methodology and apply an agile mindset to your work. You can work in a fast-paced, evolving environment and take a flexible approach to enable rapid delivery. You are unafraid to take risks and willing to learn from mistakes. You work in the open and use a range of tools and platforms to 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 show the value of prototyping to the team.

Stakeholder relationship management: You can identify important stakeholders and communicate with them clearly and regularly. You tailor communication to their needs and work with them to build collaborative relationships.

Strategic thinking: You contribute to 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 formulate hypotheses, gain insights from data and research and make decisions based on findings. You understand the range of different users who might access content and services. You can translate user stories into content that meets user needs and propose suitable design approaches. You can use quantitative and qualitative data.

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.

Other important stuff...

Knowledge

- Thorough understanding of how to create good, accessible content across devices and for different communities
- Thorough knowledge of best practice accessibility
- Understanding of service design, interaction design and design research principles 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
- research, evidence and data and how they're used at different stages of product development
- Good understanding of the role of content in multidisciplinary teams
- Understanding of design systems and how content designers use and add to them

Experience

- Working closely with stakeholders to best meet user and business needs
- Managing content in multiple different content management systems
- Strategically creating consistent content across various user journeys
- Creating and executing content for diverse communities
- Working in multidisciplinary teams
- Working as part of design teams with active working relationships with researchers, service designers and product managers
- Building positive relationships with a range of both internal and external stakeholders

People management

There are no line management responsibilities in this role.

Work environment

As part of the Digital Products and Services team you will have the option to work remotely but are expected to work from our main offices, 5PS, in Kings Cross at least one day a week.

Who you will be working with

You'll be joining the Digital Products and Services team. You'll also work closely with colleagues in Digital and Data Services and colleagues from across the organisation.

The application process

Anonymised Application – *in keeping with Camden's commitment to inclusion the recruitment to this role is anonymised and supports the objective of reducing the impact of unconscious bias. The application process is supported by a combination of informal conversations, technical tests, and formal panel interviews.*

Who we are

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 non-white 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.

Asking for Adjustments

Camden is committed to making our recruitment practices 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

