Job Title: Content Designer
Job Grade: Level 4, Zone 1
Salary Range: £37,638 - £43,659

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 a content designer, creating, planning and editing content across our digital products and services based on user needs gained from insight and improved by data (e.g., research and/or analytics). You will be working in the open, collaborating across teams and working across all channels to ensure 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.

About the role

Working as part of a multidisciplinary team and reporting to the Lead 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.

The role of the Content Designer:

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. 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 tone of voice guidelines when appropriate (e.g. for a specific communications strategy or for a specific community).

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

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.

Knowledge

- Thorough understanding of how to create good, accessible content across devices and for different communities
- Understanding of service design, interaction design and design research principle and how content design works with different teams and disciplines to best serve our citizens and internal users
- Basic understanding and experience of web analytics tools
- Knowledge of Design Systems
- Basic content production skills such as simple image editing, basic html
- Experience of confident working with more than one content management system

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 important stakeholders and communicate with them 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 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 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

- 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 and product managers
- Experience of building positive relationships with a range of both internal and external stakeholders

Work Environment

You will be required to work in line with Camden's agile working framework including flexible and remote working patterns which are a combination of office-based and home working, as required by the service and effective delivery of services within that framework.

People Management Responsibilities

No direct line management responsibility however you will be expected to coach others from across Camden in best practice.

Relationships

- Internal at all levels including executive, senior officer, officer and members.
- External, including local government, voluntary sector, public, private, membership bodies and professional bodies.
- To represent Digital Product and Services and the Council at national and international level.

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?
Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden click here

Diversity & Inclusion
We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click Diversity and Inclusion for more information on our commitment.

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). 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 or post to 5 Pancras Square, London, N1C 4AG,