

## **Job Profile**

**Job Title: Associate Content Designer**

**Job Grade: Level 3, Zone 1**

**Salary Range: £30,893 - £35,488**

### **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 junior 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 Content Designer, the role of Associate 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 will work closely with content designers, product designers, user researchers, and developers to help create and update products and services across Camden. You will build from an existing foundational understanding of how well-informed user needs inform great products and meaningful outcomes.

The role of the Associate 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 take an active and engaged role in the iterative design and development process, test and contribute 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 learn and apply knowledge about 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 basic understanding of content design and accessibility, adhering to practices and methods within frameworks and principles established within the team.

### **Knowledge**

- Understanding of how to create good, accessible content across devices and for different communities
- Basic understanding and experience of web analytics tools
- Basic content production skills such as simple image editing, basic html
- Experience of working with at least one content management system

### **Skills and Abilities**

- **User-centred content design.** You understand that good content meets user needs and makes complex language and processes easy to understand. You have experience of writing, editing and publishing digital content with experience of using content management systems. 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 have started to use data, research and evidence to review and evaluate content to make improvements. You 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.
- **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.
- **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 content for diverse communities
- Experience working in multidisciplinary teams
- Experience working with researchers, 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**

N/A

## **Relationships**

- Internal at all levels
- You will work closely with content designers, product designers, user researchers, and developers to help create and update products and services across Camden
- External, including local government, voluntary sector, public, private, membership bodies and professional bodies.

**Over to you**

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine our corporate services, 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](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,