



Lead Content Designer

Permanent, based in Kingston and Sutton

Grades J

The role reports directly to the Head of Design and involves line management of the Content Design roles

Position Summary

Digital and IT is a shared service between Kingston and Sutton Councils providing digital and technology services to both Councils as well as a number of arm's length companies.

We are committed to delivering excellent public services to our residents and local businesses, which is why we place the user, and their needs, at the heart of our agile delivery strategy. We are proud of our digital culture, and have a team of excellent professionals working across multi-disciplinary teams to deliver our new digital services.

Both councils are undertaking significant transformation of their services. We are therefore looking to recruit vibrant, talented people who would be excited to help us build user centred, modern digital services across two Councils.

The range of projects we are working on are varied in nature, which is why we love working here. Over the coming years you could help us to shape the delivery of adult health and social care, improve services that maintain our roads and highways, or help us to deliver smarter cities.

Purpose of the Role

Working as part of an agile, multi-disciplinary team, the Lead Content Designer works on the creation of, or change to, a transaction, product or single piece of content that stretches across digital and offline channels.

You will be expected to:

- take responsibility for content quality and mentoring content designers
- write and map user stories, assure quality and review the work of others
- engage with and contribute to local and national government content community

Key Activities

Content Design

- An expert in the content design process, you will be responsible for the end-to-end design of content across digital and non-digital channels. You will work in the open, across multiple services, building alignment and taking stakeholders on the design journey. You will use evidence to inform your design decisions, and ensure the content design addresses the needs of current and potential service users. You will ensure the content design meets Government Digital Service standards.
- You will plan and deliver content research activities. You will conduct an audit of content across the current service (all channels, all touch points). You will carry out inclusive user research to understand the diverse content needs of our users. You will include the team in the synthesis of findings to generate insight about the user and their content needs. You will socialise research findings and recommendations to the team and wider stakeholders. You will produce content assets that are accurate, timely, high quality and to style.
- You will plan and deliver content design activities. You will write, edit and publish user-centred content across all channels and touchpoints, identifying the best format for displaying information to the user to ensure consistency of language across the user's journey. You will make complex and technical information and language simple and accessible for non-technical audiences. You will manage relationships with subject matter experts to make sure content is accurate.
- As a senior member of the team you will help set direction and embed good practice within the team. This will involve building team capability (through mentorship, both individually and via our community of practice) and helping us to build our content design standards. You will provide constructive criticism to colleagues so that we can improve everyone's skills and work.
- You may be expected to undertake other duties and activities as required from time to time.

Performance

- Works with manager and colleagues to define outcomes, set targets and monitor performance, within a culture of continual improvement
- Supports operational plans to ensure that the resources within the teams are used to best effect and impact

Customers and Partners

- Builds strong internal and external working partnerships to enable the service to be delivered in an outcome-focused and efficient way
- Supports Kingston's commitment to community cohesion and valuing diversity and social inclusion

Digital/New Ways of Working

- Uses new technologies, particularly Google, to adopt modern, agile working practices, improve customer service and eliminating paper-based processes wherever possible.

The Person

In order to successfully deliver the responsibilities of the role, you will need to:

- Question and challenge ways of working, with an understanding of the bigger picture in terms of the corporate context and external environment
- Demonstrate agility and adaptability in mindset and ways of working
- Work successfully with key stakeholders within and outside of the Council
- Demonstrate commitment to own personal and professional development to meet the changing demands of the role
- Demonstrate innovation and creativity
- Actively engage in positive cross organisational communications and team working
- Communicate clearly, confidently and appropriately with colleagues using the best methods of communication for the task.

Skills and Experience

Essential Skills and Experience

- **User focus.** You have a deep understanding of content design principles, practices, and methods. You know how to give direction on which tools or methods to use. You are experienced in meeting the content needs of users across a variety of channels. You can bring insight and expertise in how user needs have changed over time to ensure these are met by the business. You can apply strategic thinking in how to best provide content for the end user.
- **Inclusive design.** You have an understanding of, and can explain the need for inclusive design, and the benefit gained by all when we consider accessibility needs. You have designed content that addresses the accessibility needs of users and content to support those service users requiring greater digital assistance.
- **User-centred content design.** You are an expert in user-centred content design for digital and non-digital channels, and have a deep understanding of the research methods necessary to surface the content needs of users. You have examples that show your proficiency in the creation of content across multiple channels. You have experience evaluating your content using analytics, user feedback, and user research, and then applying new understanding to iterate and improve the quality of content. You have expert knowledge in content publishing systems, with the ability to review and improve processes.
- **Communication skills.** You are an excellent communicator and can engage with stakeholders at all levels. You can deftly manage relationships with subject matter experts to make sure content is accurate. You build effective working relationships and know how to manage stakeholders' expectations and facilitate discussions across high risk and complexity or under constrained timescales. You can mediate between people and mend relationships. Absorb complex technical information and communicate effectively at all levels to both technical and non-technical audiences.
- **Agile working.** You have experience working in agile, multidisciplinary teams to design and build services. You understand and can communicate the benefits of an agile approach.

- **Design leadership.** You have experience advocating for Content Design and engaging sceptical colleagues. You have experience coaching and mentoring junior colleagues in Content Design and agile ways of working. You have contributed to the development of design standards, and are an active member of the wider cross-government digital design community.

Our key competencies

Partnering for Excellence

- Ability to apply commercial judgement to make decisions that will deliver cost efficient and effective results for the Councils and the community

Communication and Influencing

- An ability to understand and respond to the evolving economic and social environment within which the Councils operates
- Seeks, listens to and responds to the views and ideas of staff and customers
- Keeps staff informed of information that affects them

Putting the Customer First

- Demonstrate a strong commitment to service excellence, customer care and continuous improvement
- Identify and understand the needs of both internal and external customers by providing excellent customer service in all areas of Council business

Being the Best

- Support performance improvement by challenging the status quo and providing enough scope for staff to experiment with new or innovative solutions

Context

Our Values

Becoming an enabling council is a key principle that runs through our organisational development and is embedded in everything we do. Underpinning these priorities are the following values:

- Supportive of trying new ideas, with the courage to change direction.
- Transparent and connected in all that we think, say and do.
- Appreciative of each other, recognising and celebrating success.
- Respectful of difference and valuing diversity.

Digital & IT Behaviours

In Digital and IT, we want to encourage behaviours that support the values of both of our Councils.

- Within teams and across the broader Digital and IT department, we'll be expecting more senior team members to play an active part in developing, mentoring and

buddying the less senior members of the team, even if they do not have direct line management responsibility for them. This way, we aim to build a high-performing and flexible team that supports one another and is able to deliver both ongoing service and transformational change for Digital and IT customers and communities.

- All team members have the opportunity to develop and display leadership qualities by taking ownership of the work they do and being committed and present in their interactions with other team members and with our customers.
- We expect every member of staff to invest in their own personal development and breadth of experience and capability. This is not achieved purely through formal training courses but also by getting involved, being inquisitive, challenging yourself and seeking out other opportunities to learn and to stay up-to-date with technology and business direction.
- We have the responsibility of digitally enabling our Councils and communities - so every team member should be an ambassador for our solutions and technologies, whether or not they are in a technical role. We need to set the example by using our digital capabilities and facilities in full and with our customers so that they are inspired by what technology could do for them.