

## Job Description and Person Specification

This job description lists the general tasks, functions and responsibilities of the role below, including the specifications and skills required.

Job title\*

Content Designer

Band

B2

Number of posts

3

Directorate

Digital Development

Contract type

Permanent

Duration if fixed term

Management responsibility

Reports to

Content Lead

### Standard duties

To be added by recruiting manager

#### Purpose of role:

As a content designer, you are responsible for creating, updating and reviewing content for Parliament’s digital services. You will use evidence, data and research, and will build relationships across Parliament to focus on the needs of the user. You will support the Digital Service’s aim of delivering accurate, user focused and accessible content.

#### Key Accountabilities:

#### Quality and content services

- Develop, write and edit content for Parliament’s digital services that is accurate, timely, high quality (based on insight and outputs of user research, relevant to audience, easily understood, optimised for search engines) and to style
- Make sure user journeys are the best they can be using user research and feedback.
- Manage relationships with subject matter experts to make sure content is accurate and developed over time
- Choose the best format for displaying information to the user
- Monitor the performance of content and tools and working with the content lead and a multidisciplinary team to understand user behaviours and feedback.
- Identify ways to improve the content and the product.

**Mentoring and professional leadership**

- Coach and train content providers across Parliament
- Be part of a vibrant content community across Parliament
- Keep abreast of industry developments, and share this knowledge internally.

**Understanding user needs**

- Use analytics, user feedback, insight and user research to identify ways to improve content and services, ensuring that they are accurate and continue to meet user needs.
- Participate actively in user research by helping to facilitate or observing sessions regularly
- Run workshops and meetings with colleagues across Parliament to understand user journeys and personas - conduct content inventories and auditing to identify content to be developed or archived and present content in the most appropriate format to meet user needs.

**Turning user needs into content**

- Develop and manage relationships with product owners and subject experts.
- Help develop content plans and attend planning meetings with contacts.
- Scope, commission, write, edit and publish digital content
- Apply content and format strategies with support from the wider delivery team.

*The duties above are not intended to be an exhaustive list. The job description may be reviewed periodically in order to ensure that the duties meet the requirements of the service and to make any necessary changes.*

**Key internal relationships**

Please list the key internal contacts with whom this post will need to work with e.g. Members, departments and specific posts.

- Content providers

**Key external relationships**

Please list the key external contacts with whom this post will need to work with e.g. the public, government departments, suppliers.

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**Person Specification****Standard skills and knowledge required**

- Effective written and verbal communication skills and can present complex information
- Excellent planning and organisational skills, able to prioritise to meet deadlines and takes full responsibility for quality and timescales of own work
- A systematic and analytical approach to problem solving

- Ability to contribute to and work well within a team
- Ability to supervise, motivate and lead staff
- Understands the needs of the customer and their differing levels of skills and experience
- The ability to work calmly and efficiently under pressure
- Is proactive, takes action, and anticipates opportunities
- Has a systematic, disciplined and analytical approach to problem solving, with above average interpersonal, oral and written communication skills.

### **Specific skills and knowledge required**

To be added by the recruiting manager.

- Strong writing skills covering how 'how to' content as well as information content
- Adept at providing simple, clear content to communicate complex issues, you'll be able to get to the heart of an issue quickly
- Confident communicator: ability to persuade, negotiate, influence, network, work collaboratively and put your point forward in meetings with colleagues
- Demonstrable evidence of using metrics and user feedback to define and refine content with some experience of user-centred content design
- Proven experience of managing relationships and collaborating with stakeholders
- Creative flair and expertise in designing digital content for different audience groups, purposes, channels and formats
- Experience in working with content publishing systems and workflows

#### **Desirable**

- Knowledge of working within an Agile project management environment, either within delivery teams or through involvement in coordination or strategy.
- Knowledge of the public service landscape.

### **Additional information regarding the post**

#### **Location**

The post is located 7 Millbank on the Parliamentary Estate.

#### **Hours**

#### **Full-time**

Consideration will be given to candidates who wish to work part-time or as part of a job share. If you are selected for interview please inform the panel of the days/hours you are available to work.

#### **Bands A – E Positions**

Net conditioned full-time working hours for staff of the House are usually 36 per week. This excludes daily meal breaks of one hour.

The hours of attendance for this post are 35 net per week. The exact daily times of attendance will be agreed with line management.

- As of 1 May 2016, hours will increase to 36 net (there will be no effect on pay).

**For further information**

Internal candidates should refer to the General Recruitment Information on the Employment intranet pages (select Careers & Development).

Those candidates who are shortlisted will be given details of any tests / assessments which will take place as part of the selection process.