

Kent County Council

Job Description: Lead Digital Content Designer

Directorate:	Deputy Chief Executive's Department
Division:	Marketing and Resident Experience (MRX)
Grade:	KR11
Responsible to:	Marketing and Digital Manager

Purpose of the Job

The Lead Digital Content Designer will be responsible for leading the quality and standard of content published on KCC's websites to make sure they are designed around the needs of customers and helps them get the information, advice, guidance and services they need.

They will set content standards, content strategy and information architecture to ensure that good quality, useful and usable content is published that meets customer needs and the council's goals. They will provide advice, direction and support to the team on content projects, as well as being the escalation point to resolve any issues arising.

They will lead high profile and complex digital projects, many of which will support marketing and communications campaigns, working closely with the design and development team to provide creative and usable ways to present information and services. They will use customer feedback and understand the needs of KCC services to create useful and usable content-led digital experiences.

Main duties and responsibilities

1. Lead on the content design function within the council's MRX team, providing short- and long-term direction and innovation, implementing the latest best practices as appropriate, and ensuring that relevant standards are met.
2. Work with senior managers to establish content strategy, standards, workflows, operational practices, and policies for managing content on the council's website and associated websites managed by MRX, ensuring they are applied effectively and consistently.
3. Manage the delivery of high profile and complex digital projects, liaising with service managers and using customer feedback to develop requirements. Brief requirements to the content, design and development teams and provide supervision where necessary. Work closely with the design and development teams to define and implement the optimum user

experience, while balancing both user and council needs. Manage projects to their delivery.

4. Lead on the digital aspect of marketing and communication campaigns, making sure content and the user experience of the website is engaging, easy to use and supports campaign objectives.
5. Provide specialist content and user experience advice and support to team members, managers, and other stakeholders as required. Supervise the work of other content team members where appropriate, working with them to solve problems, apply insight gained from customer feedback, liaise with service managers and make recommendations for improvements to their work.
6. Lead the application of customer feedback within content design and user experience projects, developing a deep understanding of customer behaviours and expectations, gained from a variety of sources (e.g. from how people use the service and their experience, website and contact centre usage, social media activity, complaints and usability studies). Ensure that the impact of all high profile or complex digital projects is monitored and recorded.
7. Promote collaboration, learning, and knowledge-sharing within the content function, for example through content reviews, developing a deeper understanding of customer needs and behaviours, training and development meetings. Research and evaluate new trends in content design that improves users' experience of our digital channels.
8. Act as the primary point of escalation for content design issues, liaising with service managers to flag issues arising to key stakeholders and oversee the resolution of these. Manage any issues affecting the ability of the content team to publish content on the website are fixed swiftly by the design and development teams. Lead the implementation and application of new templates and functionality on the website, working with the whole team to ensure they are sufficiently planned, delivered and applied consistently.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council
 Person Specification: Lead Content Designer

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

Qualifications	Degree, or equivalent, in marketing, communications or business studies or relevant subject
Experience	Proven experience working in a senior content design role in the digital industry either in an agency or in-house, creating, designing and publishing a range of complex information in plain English..
	Experience of gathering a range of information about customer behaviours and expectations with digital channels and applying this knowledge to create simple, engaging and accessible user experiences.
	Experience of managing complex projects, supervising colleagues and stakeholders management
	Experience of working with website content management systems.
Skills and Abilities	Skilled digital content producer, able to organise, create, design and manage digital content for the public using a wide range of digital tools.
	Skilled project manager, able to capture requirements, brief the digital team, resolve issues, supervise and motivate staff through to the successful delivery of the project.
	Ability to build effective relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and members.
	Ability to draw insight from a range of sources about customer behaviours and expectations and apply this knowledge to content and user experience design.
	Ability to develop knowledge about the latest and emerging digital content and user experience techniques.
	Ability to work accurately at pace and under pressure to meet deadlines.
Knowledge	Knowledge of Government Digital Services and other relevant industry standards.
	Excellent practical knowledge of content and user experience design techniques, UX design, information architecture, content creation and publishing tools/systems
	Excellent practical knowledge of the principles and techniques of creating accessible content, including knowledge of WCAG digital accessibility standards.

	<p>Understanding of data protection and information governance principles and their application to digital projects.</p> <p>Good working knowledge of Microsoft Office 365.</p>
<p>Behaviours and Kent Values</p>	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge. • We are curious to innovate and improve. • We are compassionate, understanding and respectful to all. • We are strong together by sharing knowledge. • We are all responsible for the difference we make. <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>