

Kent County Council

Job Description: Digital Content Officer

Directorate: Adult Social Care and Health

Unit/Section: Innovation and Partnerships

Grade: KR7

Responsible to: Senior Information Designer

Purpose of the Job

This is a crucial role within adult social care, building on our strong reputation for clear, effective and engaging online content. The role's responsibilities are to co-ordinate and maintain the council's adult social care externally facing digital platforms e.g., Kent Connect to Support public content and related applications and other web-based information and resources.

Work with the Senior Information Designer and wider Involvement and Information team on coordination and implementation of content development and ongoing accurate and timely maintenance of our key digital platforms. Fulfil most required activity directly, which will include sourcing, writing and publishing new and existing content through appropriate content management systems to create and publish content following statutory accessibility standards that the directorate must comply with.

Initiate and facilitate ongoing discussion with internal and external stakeholders using website analytics and visitor intelligence to support the identification of improvements to structure, navigation, content and user experience.

Liaise with key suppliers and coordinate and manage ongoing communication including a programme of regular touchpoints to ensure smooth running of digital solutions and linked applications and explore and identify any further developments needed for implantation.

Main duties and responsibilities

1. Day to day management of information and content for key adult social care public facing web platforms including Kent Connect to Support and its integrated and linked applications.
2. Lead on the review, curation, creation and editing of easy-to-understand content for the website and related campaign activity for a wide range of audiences, that is easy to find, understand and meets accessibility standards.
3. Proactively review relevant content on all adult social care related digital platforms, identifying where updates are required and collaborate with service stakeholders and colleagues within the Adult Social Care and Health Involvement and Information Team , Digital Services and the Marketing and Resident Experience Team (formerly Kent

Communications) to make sure that any content created meets visitor needs and KCC content standards.

4. Monitor the performance of key websites (through tools such as Google analytics) against agreed metrics alongside the performance of related digital marketing activity, analysing data to produce reports and recommendations to internal stakeholders for continuous improvement of digital content.
5. Work with the system supplier(s), to identify, diagnose and fix issues on digital platforms when required and discuss and implement any developments needed.
6. Embed search engine optimisation and work with content web authors and others to make sure content is easily searchable by internal and external search engines.
7. Collect and monitor any visitor feedback received via the website, making improvements and replying to people that draw on care and support accessing the platforms, liaising with services to arrange responses and providing analysis of the feedback received to improve content and work with internal stakeholders to fix issues that are causing problems for residents and service users.
8. Work with the supplier/s, Involvement and Information Team and others to identify ways of gathering user insights, to conduct usability testing and to identify and implement user experience improvements on digital platforms and other digital channels.
9. Keep up-to-date with developments in digital technology, digital marketing and content creation.
10. Create, review, and implement processes that support the smooth-running of the platforms so that change requests and requirements are assessed, prioritised, and completed within agreed timescales.

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

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Person Specification: Digital Content Officer

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.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> • Level 3 qualification or equivalent experience involving web content creation and editing. • English GCSE • Maths GCSE
EXPERIENCE	<ul style="list-style-type: none"> • Experience of creating clear and concise content for customer-facing websites for customers • Experience of using data and feedback from customers to spot problems and identify potential solutions. • Experience of using a variety of content management systems to publish information online. • Experience of managing multiple and competing priorities and delivering high quality work to deadlines. • Experience of communicating and interacting with people/public/colleagues from a variety of backgrounds and levels of seniority
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Skilled communicator, able to organise, create, design, and manage digital content for the public using a wide range of digital tools, presenting often complex information in a simpler, more user-focused and accessible way. • High levels of accuracy and attention to detail. • Proactive, positive and solution-focused with an interest in social care and health. Ability and desire to continuously improve on what they do, learn, and develop their own skills and explore new ways of doing things. • Ability to build effective working relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and members. Ability to work within a small, diversely skilled team but stay motivated when working independently. • Ability to draw insights from data analysis/using website analytics to understand customer behaviours and expectations and apply this knowledge to content and user experience design. Ability to simplify complex information to plain English. Excellent writing skills. • Ability to develop knowledge about the latest and emerging digital content and user experience techniques. Experience in digital communications. • Ability to work with groups with vulnerabilities and be sensitive to their differing communication and accessibility needs. Great people skills, which will allow you to work

	<p>constructively with stakeholders to edit and shape outputs and to help them think through appropriate digital outputs as well as working with key external suppliers</p>
<p>KNOWLEDGE</p>	<ul style="list-style-type: none"> • Thorough practical understanding of web accessibility standards, content creation and publishing tools/systems with an ability and desire to continuously improve, learn and develop their skills and explore better ways of doing things. • Understanding of data protection and information governance principles and an awareness of communicating with diverse audiences. • Good working knowledge of Microsoft Office 365, project management practices and user research techniques.
<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>