

## Kent County Council

### Job Description: *Content Designer*

<b>Directorate</b>	Strategy and Corporate Services
<b>Unit/Section</b>	Marketing and Resident Experience
<b>Current Grade</b>	KR8
<b>Responsible to</b>	Digital Production Manager

#### **Job Purpose**

Make often complex information simpler and clearer for website users to access and use by creating clear and easy-to-understand content and forms that are based on an understanding of users and their online behaviour. Support the day-to-day management of the council's corporate public-facing websites and related digital channels, implementing the content policy for these platforms, carrying out content reviews and improving the accessibility, usability and function of website while meeting standards and enhancing KCC's reputation and resident experience.

#### **Main duties and responsibilities**

1. Support the planning, development and implementation of the council's digital content and online forms to make sure information and services can be found and used easily by the public regardless of the device they choose to use.
2. Drawing on user research and analytics data, work with MRX colleagues and KCC services to review and develop content and user experiences, in line with strategic and policy objectives.
3. Conduct customer journey mapping of top tasks, information, and services and regular usability reviews for specific parts of the website, working with colleagues from MRX and other departments to continuously improve content and user experience on our digital channels.
4. Understand website stakeholders' roles and information needs and actively manage relationships with these stakeholders.
5. Deliver projects to improve the functionality and usability of digital channels, defining requirements, presenting suggestions and recommendations to relevant decision-makers and monitoring and reporting on project progress.
6. Support the testing of website designs, components, and other content-related features, including checks for accessibility compliance and cross-browser compatibility.
7. Support the monitoring of KCC's main corporate social media channels, drafting and issuing responses and escalating as required.
8. Provide on-call support out-of-hours on a rota basis for emergency updates to the website and messages on KCC's social media channels.

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.

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### Person Specification: *Content Designer*

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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.

<b>Qualifications</b>	<ul style="list-style-type: none"><li>• NVQ 4 or equivalent qualification in digital content, marketing, communications or business studies.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Significant experience working in a similar website content design role, writing information for digital audiences on a range of websites that adheres to standards</li><li>• Experience of designing content to meet WCAG 2.1 AA website accessibility standards.</li><li>• Experience of using a range of online tools to publish information on the web including content management systems and online form tools.</li><li>• Experience of working with clients to establish their requirements for digital projects and developing concepts and ideas for new digital developments</li></ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"><li>• Ability to build effective relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and council Members.</li><li>• Ability to use content management technologies and online tools to a high level and to manage your own projects from conception to delivery, paying attention to detail in every aspect of the task</li><li>• Excellent communication, collaborative working and problem-solving skills.</li><li>• Ability to write clear, concise and effective web content with an understanding of plain English</li></ul>
<b>Knowledge</b>	<ul style="list-style-type: none"><li>• Excellent knowledge of policy and practical implications of usability and accessibility issues relating to websites, digital services and social media</li><li>• In-depth knowledge of how to use analytics and user feedback data to make sure digital content and services are relevant, useful and accessible to users</li><li>• Sound knowledge of the relevant legislative frameworks especially accessibility and data protection</li></ul>
<b>Behaviours and Kent Values</b>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"><li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li><li>• We are <b>curious</b> to innovate and improve</li><li>• We are <b>compassionate</b>, understanding and respectful to all</li></ul>

	<ul style="list-style-type: none"><li>• We are <b>strong together</b> by sharing knowledge</li><li>• We are all <b>responsible</b> for the difference we make</li></ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision making</p>
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