Kent County Council
Job Description   Digital Designer

Directorate	Strategy and Corporate Services
Unit/Section	Marketing and Resident Experience / People and Communications
Grade	KR9
Responsible to	Creative Services Manager

Job Purpose
To apply a consistent tone and direction to the visual design and user interface of kent.gov.uk and other digital channels, the Digital Designer will produce visual, HTML and CSS outputs.

Accountabilities
1.   Create responsive, user-centric designs that meet accessibility and good practice standards, and adopting a mobile-first approach
2.   Graphic design and production of assets, including creative concepts, website content, illustration and photo manipulation, campaign artwork and email templates 3. Build front-end elements for the websites including kent.gov.uk, using HTML, CSS and JavaScript, making sure they meet industry standards for accessibility, usability, and coding
4.   Aid in the production of resources for third party websites to use, maintaining brand and interface compliance including a CSS based UI kit
5.   Support the testing of website designs, components and front-end developments, including checks for accessibility compliance and cross-browser compatibility.
6.   Undertake research to inform design decisions, ensuring work is grounded in up to date and detailed understanding of online user behaviours, evolving design patterns and UX, technical developments (especially around front-end development) and organisational needs and goals.
7.   Support the work of those producing digital user experiences, providing advice on interface design as needed.
8.   Support the Senior Digital Designer on major projects and the development and application of relevant policy & standards.

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 – Digital Designer

Qualifications	• Professional / undergraduate degree level qualification in an appropriate field such as graphic, digital or web design.
Experience	• Proven experience working in a similar digital design role in a website development environment. • Experience in developing sites to meet WCAG 2.1 AA website accessibility standards. • Experience of responsive, content-first, digital design within a content management system environment.
Skills and Abilities	• Excellent UX and design skills in an online / website context • Excellent graphic design and photo manipulation skills and the ability to explain your design ideas and rationale • Proficiency in the use of Adobe CC (especially Photoshop and Illustrator) • Very good coding skills using modern HTML and CSS, as well as JavaScript • Ability to analyse user data and apply knowledge to create and improve online customer journeys and marketing pathways • Ability to work effectively both as part of a multidisciplinary team and individually, and to work effectively
Knowledge	• under pressure / to tight deadlines.Excellent knowledge of website design, development and user experience (UX) practices as well as usability principles, website accessibility, testing and performance. • Awareness of the core principles and practices of marketing and customer experience.

| Behaviours, Kent Values and Cultural Attributes | **Kent Values:**
• 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

Our values enable us to build a culture that is:

Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile
Curious - constantly learning and evolving
Compassionate and Inclusive - compassionate, understanding and respectful to all
Working Together - building and delivering for the best interests of Kent
Empowering - Our people take accountability for their decisions and actions
Externally Focused - Residents, families and communities at the heart of decision making

(If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post) |