WHERE CAREERS THRIVE

When potential is unlocked, talent *thrives*

West Northamptonshire Council

Lead Content Designer

Customer Services, Resource Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

West Northamptonshire Council

Purpose and impact:

The Lead Content Designer is an expert practitioner with broad industry experience in content design. They will lead the discipline, grow the internal team and act as a partner to all other services in the council. They will create and maintain excellent standards across our websites and a smooth online experience for all residents, to get the information they need in an easy, accessible manner.

The Lead Content Designer will define and assure best practice while influencing, leading and mentoring others. They will own the content design guide and accessibility statement and ensure their implementation across the public-facing website estate.

Accountable to:

This role is accountable to the Service Director for Customer and Response Services.

The Lead Content Designer is responsible for the published content on the WNC corporate website and microsites, managing the workload of other content designers in the team, and coaching, mentoring and supporting the wider digital team to lift our content design and accessibility skills to a high standard.

The Lead Content Designer should also be considered a business partner to other services, with regards to the content design and accessibility specialisms.

The role sits within Customer Services, part of the Resources Directorate in West Northamptonshire Council.

Responsibilities:

1. Work with the relevant Director, setting out the strategic approach for the development of the corporate website and supporting microsites, in order to ensure the web is the channel of choice for the majority of residents, in line with the ambitions of the authority.

2. Provide specialist advice to managers and service representatives, making sure that each area in the council is able to achieve an excellent online presence, enabling residents to access information and transactions 24/7 in a way which is inclusive, accessible and responsive to changing customer behaviours.

3. Lead and develop a small team of content designers whose role is to continuously monitor engagement with, and usage of, the website and its supporting tools (virtual assistant interactions and triage forms).

   Use these insights to identify issues, opportunities for improvement and ways in which customer feedback can be reflected in the design and content on the website.

4. Interpret and advise on Government Digital Service standards, content design guide and Web Content Accessibility Guidelines (WCAG) to ensure that the decisions taken achieve the service objectives in an intuitive and legally compliant way.

5. Support the delivery of strategic priorities and transformational change; working under pressure and in a fast-paced environment to turn around content in a short time frame. Work in partnership with services, acting as the subject matter expert to ensure high profile communications or changes to digital services and ways of working.

   Lead the content discipline across the organisation; coaching and mentoring other content designers, business analysts, developers and page owners across the Council.

6. Act as an advocate for residents and customers in the wider council, acting as a critical friend and challenging any instances of poor or non-compliant practice, offering support and resolution, and

building a community of practice to help carry knowledge further throughout the council.

7. Create, own and manage the website accessibility statement and the WNC content style guide and patterns. Make sure these are championed across all digital channels, and upheld by the digital team, wider staff and third-party suppliers.

8. Write, edit and proofread content for the corporate website, microsites and other digital services, making sure the design standard is upheld, content follows plain English standards and is easy to read and navigate.

9. Support a culture of continuous improvement, listening to stakeholder feedback, actively pursuing customer feedback and analytics, and researching the latest trends, use cases and work from the industry and other councils. Support people in the team and wider organisation to grow their knowledge, skills and ability to peer review against legal objectives and customer needs.

10. Use Microsoft 365 and council systems effectively to work efficiently, collaborate with others and manage information safely, including storing, sharing and handling data securely in line with council policies.

11. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.

12. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Note: Where digital skills are an important part of the role, candidates may be asked to complete a separate task or assessment to demonstrate their ability to use Microsoft 365 and other relevant systems

Skills and abilities:	Essential / Desirable	Measured by
Ability to write and edit engaging, user-centred web content, with a range of audiences and needs in mind, and a keen eye for detail and error.	Essential	T
Strong communication, collaboration and interpersonal skills with the ability to communicate effectively with a variety of audiences.	Essential	A, T, I, P, D
Analytical and problem-solving skills. Ability to interpret data, analyse trends and present statistical information.	Essential	A, T, I
Strong influencing, mediation and negotiating skills. The confidence to challenge organisational practices and individual behaviours as appropriate.	Essential	A, I
Strong administration, organisational and customer support skills, with ability to work fast and accurately to tight deadlines	Essential	A, T, I
Proactive, flexible, and enthusiastic and able to contribute new ideas to the team and motivate and influence others	Essential	A, T, I
Ability to think strategically and prioritise workload and workload of others, accordingly	Essential	A, I
The confidence to challenge organisational practices and individual behaviours as appropriate.	Essential	A, I
This is applicable to all roles in WNC: Digital Skills: Working knowledge of Microsoft 365, including Outlook, Teams, Word, Excel, PowerPoint, CoPilot, OneDrive and SharePoint, with the ability and willingness to use these tools confidently and effectively in day-to-day work.	Essential	A/T/I
This is applicable to all roles in WNC: Information & Data Handling**:** Able to handle information responsibly, store records securely, share data appropriately and follow council policies and procedures on data protection, records management and information security.	Essential	A/T/I

Knowledge:	Essential / Desirable	Measured by
Excellent knowledge of content design within a digital setting, and a working knowledge of human-centred design and interface design.	Essential	A, T, I, P
Working knowledge of WCAG, Data Protection, Plain English standards and GDS standards	Essential	A, I, P
Working knowledge of project management methodologies such as Agile or Prince	Essential	A, I
Working knowledge of user interfaces and the ability to understand navigation, and content grouping and placement for optimal user consumption and interaction	Essential	A, I

Relevant experience:	Essential / Desirable	Measured by
Strong track record of creating and managing user-centred web content in a large, complex organisation	Essential	A, T, I, P, D

Experience of leading a discipline, or high profile programmes of work	Essential	A, T, I
Mentoring, coaching and influencing up to director level	Essential	A, I
Experience of using website content managed platforms	Essential	A, I
Experience of mentoring and coaching	Essential	A, I
Experience of working in the public sector	Desirable	A, I

Education, training and work qualifications:	Essential / Desirable	Measured by
Bachelor's degree of equivalent experience in a relevant field (e.g. Communications, Journalism, English, Web and Digital)	Essential	A, I
Member of a professional body/ or evidence of continued professional development (e.g. human centred design, proofreading)	Desirable	A, I
Evidence of continuing professional development	Desirable	A, I
Coaching / mentoring / leadership qualification	Desirable	A, I

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Day-to-day in the role:

Job family and salary band:	Professional Support Band 8	**Worker type:**	Flexible
People management responsibility:	Yes	**Budget responsibility:**	N/A

Current pay scales and other benefits are published on the Jobs and Careers section of West Northamptonshire Council's internet.

Working conditions & how we work:
This role has been identified as a flexible worker type, this means that you will carry out the majority (3 days plus) of the role remotely. You will come into the office for certain meetings and team days but will have a strong reliance on virtual tools.

Core 'office' hours are 10am to 4pm, when we would expect you to be available for a response. This may change for critical issues or strategic priorities.

Our organisational values and behaviours:

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T	Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H	High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R	Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I	Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V	Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E	Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

WNC values colleagues as individuals and encompasses our different perspectives to deliver our collective ambitions. One West inclusive culture.

Should you require this document in another format or language, please contact:
Careers@westnorthants.gov.uk

WHERE CAREERS THRIVE

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Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

West Northamptonshire Council