

Role Profile

Job Title:	Content Designer
Location:	Colindale
Department:	Website & Digital Content Design Team
Directorate:	Strategy & Innovation
Grade:	Grade J
Type of Working:	Hybrid
Reports to:	Digital Experience, Content and Design Lead

Job Purpose:

This is an exciting time to join Barnet as we grow our Digital, Data and Technology (DDaT) capabilities and accelerate our digital transformation journey. We're investing in smarter services, better use of data, modern technology, and you'll play a key part in shaping this future.

As a Content Designer, you'll be part of our Website & Digital Content Design Team, working in a multidisciplinary environment alongside colleagues from across DDaT. Together, you'll help deliver innovative digital solutions that make a real difference to residents and staff.

You'll create content that is user centred - simple, clear and accessible — helping people find what they need quickly and complete tasks with confidence. This isn't a graphic design or marketing role; it's all about user centred content, interaction design, and making digital journeys work end-to-end.

1. Key accountabilities:

Design and write user centred content for the council's website and digital products. This could involve the creation or change to a web page, online transaction, digital product, or content that stretches across digital and offline channels.

Ensure appropriate content is designed and written and presented to users in the right place and in the best format.

Monitor the daily content and website enquiries inbox, and triage and respond to new content requests, content / website issues and content page updates.

Monitor publishing requests that come into the daily publishing stack – review and edit content before publishing.

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Work on refreshing website content iteratively and continuously across webpages. Working with Subject Matter Experts to improve content, customer journeys, content discoverability (SEO) and user experience - working towards an inclusive 'digital by default' customer experience.

Improve and support digital customer experience for service areas, developing an understanding of the service priorities in those areas and be a trusted advisor to the service.

Conduct user research and lead its translation into content design.

Test all new digital product releases for functionality before going live.

Work with the Digital Experience, Content and Design Lead - to develop the council's website, best practice guidance for website and content design, digital and customer experience strategies and develop content and products as required.

Monitor website usage data and feedback and where required produce customer insight reports.

Use data, analytics, website governance tools to understand user behaviour and improve content.

Support, advise and train Barnet's network of Subject Matter Experts.

Build effective working relationships with internal and external stakeholders.

Use developed speaking and presentational skills to deliver workshops and lead content sessions.

Work to conflicting deadlines and work in a totally flexible way, switching tasks and priorities as the situation demands.

Research best practice and developments in digital content, user research, data, UX design, etc and take part in content design community meet ups, online seminars - particularly in other public service organisations and share this with the team and identify opportunities where this can be used.

Identify and manage confidential and sensitive information and operate with professionalism and integrity.

Attend (where project requires) occasional evening meetings and events outside office hours and occasional out of hours on-call work.

3. Financial Responsibilities:

4. Health and Safety Responsibilities:

As an employee of the London Borough of Barnet, you are required to:

- Abide by Barnet's health and safety policy and associated arrangements
- Complete mandatory health and safety training
- Follow safe systems of work and use devices/guards provided for safety.
- Wear/use personal protection equipment where issued and instructed to do so, including lone working devices.
- Report any Accident/Incidents/Hazards.
- Take care of your own and other's safety, health and wellbeing

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5. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council's values. To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

Caring / Learning to Improve / Inclusive / Collaboration

6. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

7. The Council's Commitment to Equality

To deliver the council's commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
Qualification in relevant subject (such as accredited Journalism, Copy Writing, Content Design, Conversation Design, UX course etc)	Desirable	Application/Interview
Experience & Knowledge		
Experience of planning, writing, creating, editing, iterating and publishing content.	Essential	Application/Interview
Experience of writing for users online and offline.	Essential	Application/Interview
Experience using analytics, user feedback, user research and other sources of information to improve and design content.	Essential	Application/Interview
Working with stakeholders - tailoring information to their needs, understanding their issues, whilst maintaining content standards.	Essential	Application/Interview
Design and conduct user/ stakeholder testing & research sessions.	Essential	Application/Interview
Using evidence to explain design decisions to stakeholders.	Essential	Application/Interview
Working knowledge of content management systems such as Drupal, SharePoint, WordPress as well as MS Office.	Essential	Application/Interview
Working knowledge of creating and writing content to meet user needs.	Essential	Application/Interview
Working knowledge of how to create clear, simple and consistent navigation for digital content.	Essential	Application/Interview
Working knowledge of accessibility guidelines for the web.	Essential	Application/Interview
Project management capability, including the ability to coordinate several content projects simultaneously and adapt to changing priorities.	Desirable	Application/Interview
Working on and helping to implement content strategies, as well as helping to improve processes.	Desirable	Application/Interview

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Experience working on government services.	Desirable	Application/Interview
Experience working with multi-disciplinary teams.	Desirable	Application/Interview
Working knowledge of user experience principles and web/mobile usability.	Desirable	Application/Interview
Understanding of web technologies, HTML and CSS coding.	Desirable	Application/Interview
Awareness of and understanding of agile methodology and how to apply an agile mindset to all aspects of work.	Desirable	Application/Interview
Skill & Ability		
Excellent proof reading/copy-editing skills.	Essential	Application/Interview
Attention to detail and the ability to work to tight deadlines and under pressure in fast paced environment.	Essential	Application/Interview
Able to design content to meet user needs and make complex language and processes easy to understand.	Essential	Application/Interview
Good level of ability to influence at all levels of the organisation – unafraid to constructively challenge.	Essential	Application/Interview
Work with and identify relevant stakeholders and collaborate effectively, making sure appropriate policy, process and legal checks within other parts of the organisation happen and that content is published quickly and efficiently.	Essential	Application/Interview
Ability to build good working relationships.	Essential	Application/Interview
Understanding of SEO and accessibility requirements.	Essential	Application/Interview
Prototyping: Able to apply knowledge and experience to create or design workable prototypes and know when to use a specific prototyping technique or method.	Desirable	Application/Interview
Being involved in the wider digital services community, in local and central government and beyond, identifying good practices and sharing experiences.	Desirable	Application/Interview
Able to define content strategies providing guidance to others.	Desirable	Application/Interview
Values & Behaviours		
Caring		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Application/Interview

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Empathy- I say “thank you” and “well done” where appropriate, and take time to ‘check in’ to see if the people I work with are ok	Essential	Application/Interview
Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Application/Interview
Learning to Improve		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application/Interview
Agile- I am fully empowered to act within the scope of my role	Essential	Application/Interview
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Essential	Application/Interview
Inclusive		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Application/Interview
Engage with discomfort- I am open to and reflect on what makes me uncomfortable and use my engagement with others to challenge myself and constructively challenge others	Essential	Application/Interview
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Application/Interview
Collaborative		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Essential	Application/Interview
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Application/Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Application/Interview