

JOB PROFILE

Digital Content Designer

Overview

Post No.	DCIT065
Grade	Grade 4 – (SCP 24-29) £33,024 - £37,336
Directorate	People and Commercial Services
Service Area	Digital and Technology
Team	Digital and Technology Team
Reporting to	Digital Services Manager

Main purpose

- Build Mid Sussex District Council’s coherent online presence and customer online experience to help deliver the council Customer & Communications Strategy.
- Work with internal stakeholders to design, create and publish web content, providing services and information to customers and partner organisations, collaborating with officers responsible for web and digital content infrastructure.
- Manage and develop the council intranet, and internal digital communications platforms so content and messages are aligned with the MSDC Communications strategy.
- Contribute to the council’s Digital Strategy through collaboration with other staff and managers and work closely with the communications team to serve engaging and approved content to customers via digital content channels.

Main duties and responsibilities

1. Develop publish and manage digital content, working with services across the council to create consistent, accessible user-centric content for our customers and partners.
2. Work collaboratively with other stakeholders to create the council’s approach to designing and managing digital content.
3. Work closely with the communications team to create and maintain the brand of the council across all engagement channels including social media.
4. Assist with maintaining the council’s websites and digital services.
5. To help design our overall digital offering for customers, with a focus on tightly controlled and engaging/compelling, well-designed content that communicates our proposition.
6. Help develop the council’s approach to accessibility for digital content and reduce digital exclusion.
7. To develop and assist with the design of self-service digital facilities, enabling the council to support customers in a more accessible way.
8. Pro-actively work to ensure website content is current and up to date, including accessibility standards are met. Manage the web updating process by guiding and assisting content contributions from service areas and by preparing and writing content for web pages, working closely with the Digital Services Manager and Communications Manager to ensure a co-ordinated approach across the organisation.

9. To provide first point of contact and technical support for web content queries and content development requests.
10. To work with suppliers and external contractors as required.
11. To maintain documentation as required.
12. To work on projects with other members of the Digital and Technology Team, and Customer Services and Communications Teams.
13. To promote digital integration and data exploitation across the council and work with other service areas to help them understand what is possible and assist them to design services and run procurement exercises with these innovations in mind.
14. To undertake such other reasonable and relevant duties as the Digital Services Manager / Digital and Technology Managers / Assistant Director / Director may require.

Key Contacts:

Internal

All service areas across the council, Digital Services Manager, Digital and Technology Managers and Operations staff, Communications team staff and managers.

External

Agencies, other Local Authorities and Statutory Bodies, Contractors, Suppliers.

Other Duties

Health & Safety

You are required to comply with the Council's Health and Safety Policy and to take such steps as are reasonably practicable for your own health and safety and that of your colleagues at work and those affected by your work. You must comply with your safety responsibilities and must co-operate with management in all respects for the full implementation of the Council's Health and Safety Policy.

Equality & Diversity

You must adhere to all policies and procedures relating to equality and diversity in the workplace and provision of services.

Learning & Development

You have a personal responsibility for your own learning and development and will maintain up to date records of achievement and attendance as required. You must undertake the learning and training identified as part of your ongoing development, and other relevant training that is identified and agreed with your manager.

Competencies/Behaviours

The following behaviours are expected to be demonstrated by all Mid Sussex District Council staff.

Quality/Compliance: Achieving a standard of excellence with our work processes and outcomes, honouring MSDC policies and all regulatory requirements.

Customer focus: Striving for high customer satisfaction, going out of our way to be helpful and pleasant, making it as easy as possible on the customer rather than our department or the Council.

Communication: Balancing listening and talking, speaking, and writing clearly and accurately, influencing others, keeping others informed.

Team Player: Being helpful, respectful, approachable and team oriented, building strong working relationships and a positive work environment.

Initiative: Taking ownership of our work, doing what is needed without being asked, following through.
 - Efficiency: Planning ahead, managing time well, being on time, being cost conscious, thinking of better ways to do things.

Coach ability: Being receptive to feedback, willing to learn, embracing continuous improvement.

Special conditions:

By the nature of this post the hours of work must be flexible, and may, on occasion, be in excess of those normally laid down. Occasional evening work and other work outside of “normal office hours” forms an integral part of the job, and this has been taken into account when determining the salary for the job.

Professional and Personal Attributes		
	Essential	Desirable
Qualifications Educational and Professional	Educated to degree level, or hold a relevant professional qualification, or have an appropriate level of experience.	Any relevant industry qualification.
Knowledge	<ul style="list-style-type: none"> • Knowledge of how to create accessible content for use on the web • Knowledge of user-centred design principles • Knowledge of modern communication and engagement techniques and creating communication strategies. 	<ul style="list-style-type: none"> • Knowledge of local government working practices and policies • Knowledge of usability standards e.g. Nielsen’s Heuristics or GDS guidelines.

Professional and Personal Attributes		
	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of developing, publishing and managing web content • Experience working with content management systems • Experience of translating user requirements into real-world solutions. 	Experience of working in a local government web content role.
Special Aptitude/Skills	<ul style="list-style-type: none"> • Strong inter-personal and communication skills • Analytical approach and attention to detail • Able to work to project management principles • Skilled at creating engaging web content. 	
Personal Behaviors	<ul style="list-style-type: none"> • Self-motivated • Personal integrity • Proactive and able to plan and co-ordinate a wide range of complex tasks whilst working under pressure, often with conflicting priorities and deadlines • Adaptable, flexible and able to react positively to changing demands and circumstances. 	
Other	Ability and willingness to undertake work outside normal office hours, including responding to operational emergencies.	

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not meant to be a detailed list of all duties and responsibilities which may be required. It will be supplemented and further defined by objectives set at appropriate times, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.