### Job Description

**Job title: Content Designer**

**Grade: 6 Post number: GLA325**

**Directorate: External Affairs**

**Unit: External Relations**

**Job Purpose**

To provide day-to-day management and support for the London.gov.uk website.

In conjunction with the Digital Content Manager, the Content Designer ensures London.gov.uk delivers relevant and engaging user-centric content to Londoners.

**Principal Accountabilities**

* Work collaboratively with stakeholders and content owners to create and develop new content, utilising best practice to bring about a change in communication style
* Provide best practice and technical support to content owners to publish articles, events, press releases, blogposts, webcasts, consultations and reports
* Troubleshoot problems and work with developers to maintain and implement new functionality
* Consult with policy teams to optimise campaigns and provide strong user journeys, experiences, call to actions, and tracking
* Analyse and optimise existing and new content to improve usability, accessibility, search engine optimisation (SEO)
* Monitor and quality check content owners work submitted through workflow to maintain standards
* Support the Content Manager in training content owners to use the CMS to upload and maintain their content

**Accountable to** Digital Content Manager

**Accountable for** Resources allocated to the job

**Principal contacts:** Content Manager

Digital Portfolio Manager, Product Manager, Business Analysts, Performance Analyst

Colleagues in the Marketing and Creative Services teams

Web developers

Senior Manager – Digital Transformation

**PERSON SPECIFICATION**

**Technical requirements/experience/qualifications**

* Understanding of HTML and a strong working knowledge of content management systems, particularly Open Source applications such as Drupal, etc.
* Strong working knowledge of proofing, web copy editing and writing in keeping with SEO, usability and accessibility best practice.
* Strong working knowledge of web analytics
* Good working knowledge of information architecture (IA) and user experience (UX).
* Experience of engaging stakeholders, digital marketing and communications.
* Be able to work to the Government Digital Service’s principles set out in their Service Manual - [www.gov.uk/service-manual/content-designers](http://www.gov.uk/service-manual/content-designers)

**Behavioural competencies**

### Stakeholder Focus

….is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations

Level 2 indicators:

* Seeks to understand requirements, gathering extra information when needs are not clear
* Presents the GLA positively by interacting effectively with stakeholders
* Delivers a timely and accurate service
* Understands the differing needs of stakeholders and adapt own service accordingly
* Seeks and uses feedback from a variety of sources to improve the GLA’s service to Londoners

### Planning and Organising

### ……is thinking ahead, managing time, priorities and risk and developing structured and efficient approaches to deliver work on time and to a high standard

Level 3 indicators:

* Monitors allocation of resources, anticipating changing requirements that may impact work delivery
* Ensures evaluation processes are in place to measure project benefits
* Gains buy-in and commitment to project delivery from diverse stakeholders
* Implements quality measures to ensure directorate output is of a high standard
* Translates political vision into action plans and deliverables

### Problem Solving

### … is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions

Level 2 indicators:

* Processes and distils a variety of information to understand a problem fully
* Proposes options for solutions to presented problems
* Builds on the ideas of others to encourage creative problem solving
* Thinks laterally about own work, considering different ways to approach problems
* Seeks the opinions and experiences of others to understand different approaches to problem solving

### Organisational Awareness

….is understanding and being sensitive to organisational dynamics, culture and polities across and beyond the GLA and shaping our approach accordingly

Level 2 indicators:

* Challenges unethical behaviour
* Uses understanding of the GLA’s complex partnership arrangements to deliver effectively
* Recognises how political changes and sensitivities impact on own and team’s work
* Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
* Follows the GLA’s position in the media and understands how it impact on work
* Presents a credible and positive image both internally and externally

**Building and Managing Relationships**

… is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goals.

Level 2 indicators:

* Develops new professional relationships
* Understands the needs of others, the constraints they face and the levers
* to their engagement
* Understands differences, anticipates areas of conflict and takes action
* Fosters an environment where others feel respected
* Identifies opportunities for joint working to minimise duplication and
* Deliver shared goals