Gravesham Borough Council

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| Division: | Communities |
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| Department: | Digital Team |
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| Post Title: | Digital Content Designer |
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| Grade: | SC 6 – SO1 |
|  |  |
| Hours | 37 hours per week |
|  |  |
| Responsible to: | Head of Digital & IT |

**Job Description**

This job description is intended as a working document only, giving a guideline to the major tasks to be performed. It is anticipated that the post will develop as working practices change in order to meet the demands of the service, new legislation or policies of the council. It is expected the post holder will contribute to and assist in the development of such changes.

**Job summary**

Responsible to the Head of Digital & IT for the management, implementation, and oversight of the council’s website portfolio, with the goals of increasing self-service, improving the customer experience and increasing customer engagement.

Responsible for writing and publishing accessible web content that meets the needs and expectations of our citizens.

Manage website content and ensure that content and communications are clear and concise.

Work with internal departments to improve web content and promote best practice in content publication.

Responsible for designing and developing intelligent web forms using the council's Customer Experience Platform (Granicus).

Undertake user testing using tools and techniques to understand the user experience and support the development of online services.

Knowledge of HTML/HTML 5 is essential, and knowledge of CSS/CSS3, JavaScript, jQuery, in addition to best practice UX and UI would be advantageous.

**Main responsibilities**

Responsible for writing and publishing accessible web content that meets the needs and expectations of our citizens.

Knowledge of using Content Management Systems (CMS) to create and manage website content e.g. Squiz Matrix, Jadu, WordPress, Drupal or similar.

Ensuring that web content is consistent with overall business objectives and reflect the council’s style and voice through adherence to content style guidelines and accessibility standards.

Monitor the team’s shared mailbox and action all website content requests.

Collaborate and actively engage with key internal stakeholders to review and improve web content and promote best practice in content publication.

Raise awareness within the council of what makes good web content, with an emphasis on mobile and content-first approaches.

Analyse daily website analytics reports to ensure our websites are up to date, accurate and free of misspellings and broken links.

Monitoring and testing web customer journeys, ensuring the website is easy to use and navigate.

Proactively use a range of tools and face to face activities to test the user experience of new and existing online services to support an iterative development process.

Plan and conduct user testing sessions with citizens and colleagues to ensure that our website and online services meet the needs of our users.

Monitor key performance indicators for website content and produce monthly statistics reports, project updates, and website usage breakdown for business reporting.

Working with the Communications team to maintain our digital content subscriber lists and segments using MailChimp.

Assist in the specification, design and development of existing and new intelligent web forms using our Customer Experience Platform (Granicus).

Constantly evaluate the effectiveness of the council’s existing web forms to ensure they are continuing to meet customer need.

Develop web forms that are interactive, easy to use and accessible across all devices.

Work alongside developers from the Digital Team and IT Services to integrate web forms with existing back office systems using Application Programming Interfaces (APIs).

Produce and maintain detailed documentation on web forms and processes.

Utilise User Acceptance Testing (UAT) principals and processes to ensure project work is delivered to a high standard and provides a consistent user experience.

Use AGILE software development principles for all software and web form development.

Understand the WCAG and DDA technical standards to develop and implement accessible solutions.

Ability to manage multiple projects with competing priorities and deliver to deadlines.

**General**

To carry out such other duties as may be required of you, commensurate with the grade and level of responsibility, as directed by management.

To participate as required in the Council’s Emergency Planning Operations which may involve duties outside the post holder’s normal job description and contracted hours. In the event that an incident has occurred which disrupts the council’s ability to deliver it’s critical functions, the post holder will be expected to participate in the recovery stage which may include undertaking duties within the post holder’s competencies in other departments and/or at other locations.

A commitment and contribution to the Council’s Equal Opportunities Policy is an essential requirement of the post.

The post holder will carry out all duties and activities having regard to the provisions of the Health and Safety at Work Act 1974, and in accordance with any instructions from senior members of staff under that Act or any Council or Departmental Codes of Practice or Procedures.

The post holder must ensure that data quality and integrity is maintained and that data is processed in accordance with council policy, the Data Protection Act, the Freedom of Information Act and other legislation.

The post holder will comply with Statute and Council Policy in all respects.

An awareness and commitment to section 17 which places a statutory duty on police and local authorities to work in partnership to reduce crime and promote community safety. It is also required that community safety is to be a thread running through all functions of the LA.

A commitment to excellent customer service and the values of the Council.

**Person Specification**

| Characteristic | Specification | |
| --- | --- | --- |
|  | ESSENTIAL | DESIRABLE |
| SKILLS/ABILITIES (Specific skills and abilities required to undertake the duties) | Excellent communications skills both written and oral.  Excellent ability in using varying ICT systems including MS Office. | Previous experience of using process mapping or project management software. |
| KNOWLEDGE (Particular knowledge which will be necessary to perform the work effectively, e.g. of specific legislation or regulations) | Working knowledge of front-end development frameworks such as HTML. | Experience of back-end database technologies such as Microsoft SQL Server or MySQL.  Development using Application Programming Interfaces (APIs).  Experience of CSS, Java Script and jQuery |
| QUALIFICATION TRAINING(Educational/vocational qualifications and other training) Verification will be required | GCSEs (A-C) including Maths, English and IT (or a similar level of qualification) | Educated to degree level or equivalent qualification or work experience in a relevant area.  Any formal training on AGILE, LEAN or similar project management methodologies. |
| EXPERIENCE (Level and type of previous experience) | Experience of working in a Content Management System (CMS) to create, update and maintain website content.  Experience of building online forms. | Experience of using Squiz Matrix CMS and/or WordPress would be advantageous.  Experience of building online forms (previous experience using the Firmstep platform would be advantageous).  Proven experience of understanding user needs for web content, tools and transactional services, especially  those with complex user journeys. |
| QUALITIES (Particular qualities necessary to carry out the works, e.g. ability to work under pressure or work co-operatively in a team) | Excellent team player.  Exemplify positive customer service and promoting a culture focused on ensuring customer needs are met.  Conscientious and efficient with the drive and motivation to deliver continually high standard of performance.  Contributor of ideas for the improvement systems and business processes. | Responsive, adaptable and flexible attitude.  Confidence to deal with a diverse range of people at all levels and outside the organisation effectively. |
| SPECIAL CONDITIONS (e.g. willingness to work unsocial hours or wear a uniform) | Within reason, you may be required to work outside of your standard contracted hours to meet the needs of the business. |  |