

 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
Job Title	Digital Content Designer		
Service	Digital and Change	Team	Digital
Location	Shute End/Smart Working		
Reports to	UX/UI Digital Design Specialist		
Grade:	Type of position:		Hours per Week:
8			37
<p>This job description has been designed to indicate the general nature and level of work performed by employees within this post. It is not designed to contain or be interpreted as an inventory of all duties, responsibilities and outputs required of employees assigned to the role.</p>			
<p align="center"><u>Service Purpose</u></p>			
<p>To drive, lead and manage digital improvement to increase the efficiency and improved outcomes for Wokingham, ensuring involvement and engagement with key stakeholders. Working collaboratively with the senior leadership team of the Council and stakeholders to deliver the objectives of the Council's Digital and Technology Strategy.</p> <p>Responsible for the successful implementation of digital initiatives and within the organisation, ensuring benefits are realised and delivered within the timescales agreed.</p> <p>To build effective relationships with Directors and their leadership teams, embedding the new behaviours and culture of continuous digital improvement, to ensure successful digital outcomes for the future.</p> <p>This service is responsible for the creation of the Digital and Technology Strategy and ambition of the Council, focusing on the adoption of technology to improve the customer experience.</p>			
<p align="center"><u>General Description of the job</u></p>			
<p>Plan, create and deliver fully optimized, compelling public facing content for the WBC digital estate. Working closely with teams across the organisation to provide expert training, support and advice to meet the online needs of our customers.</p>			

Organisation Chart

Assistant Director, Customer and Change

Lead Specialist, Communications Engagement and Marketing

Digital UX and Strategy Lead

UX/UI Digital Design Specialist

Digital Content Designer

Main Accountabilities of the post

1	Managing new digital content, from brief to delivery, including brief creation, reviewing responses, managing internal stakeholders' requirements and approvals ensuring the delivery of content on time and within agreed budgets.
2	Creating content, user form flow and access to functionality to improve the quality, usability and accessibility of the Council's websites and digital channels including, but not limited to, the corporate website and community directory as part of the Digital Experience team.
3.	Scope, plan and deliver project and campaign requirements from initial brief to delivery including creating and sourcing digital content and rich media that is accurate, timely, relevant and consistently branded.
4	Ensuring internal stakeholders that are managing 3 rd party supplier relationships, are adhering to the digital guidelines in all areas including brand, accessibility and usability. Acting as a gatekeeper to the integrity of all online content.
5	Manage digital website content, databases, forms and other self-service tools as needed.
6	To ensure consistency and accuracy in the preparation of content and branded materials, always resulting in the quality output of WBC content
7	Work in partnership with other teams to test and consult on the Council's digital services with users to inform and prioritise areas for improvement and increase take up of digital services
8	Manage, develop and improve Council's websites' information architecture and signposting using data analysis and qualitative feedback
9.	Onboarding new editors and providing them with the training and necessary resources to ensure they deliver content adhering the digital guidelines. Including SEO and blending copy and design elements into effective output.

Supervision Received	General guidance from the line manager and wider team
Supervision Given	None

Contacts and Working Relationships	<p>Regular communications with staff from other teams to discuss requirements and work requests.</p> <p>Occasional contact with external stakeholders/external partner organisations regarding updates and work requests.</p>
Management of resources or budget	None
Special Factors	None

<u>Person Specification</u>		
Should focus here on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable. There is no need to repeat value requirements or corporate responsibilities.		
Qualifications	Essential	Desirable
		Educated to degree level or be able to demonstrate equivalent knowledge, skills and aptitude
Technical Skills	Essential	Desirable
	Wireframe design and visual mock-up for user journeys	HTML5 and mobile web design
	Excellent writing, editing and proofreading skills	Some expertise of HTML (XHTML, Javascript including jQuery, Stylesheets (CSS2+)
	Analytical skills including the collection and analysis of data, problem-solving, and decision making	
Knowledge	Essential	Desirable
	Understanding of digital customer services and how to develop complex systems to create easy-to-use customer interfaces	Knowledge of General Data Protection Regulation (GDPR) and the Freedom of Information Act
	Broad understanding of leading / emerging web technologies and alternative access devices	
	Knowledge of digital marketing best practice including search engine optimisation	
	Knowledge of accessibility and usability standards	
Experience	Essential	Desirable
	Experience of identifying, developing and delivery of opportunities for improving digital service delivery and web application design	

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

	Experience of managing a Content Management System including administrative functions	
	Experience of delivering digital content projects to achieve service improvement with evidence of success in achieving targets and managing performance	Experience of working in a matrix management environment, where cross-team and cross-organisation working are required
	Experience of communication and presentation of information to develop services	
	Strong communication and stakeholder management skills	Experience of working in a Council or public sector environment
Completed by:	Michael Fredman	Date: 20/03/2025