



## APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Stockton on Tees Borough Council.

Completed forms can be e-mailed to [recruitment@xentrall.org.uk](mailto:recruitment@xentrall.org.uk) or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

## Digital Content Designer

**Vacancy ID: 011553**

Salary: £27,741 - £30,451 Annually

Closing Date: 24-01-21

### Benefits & Grade

Grade J

### Contract Details

1 x Permanent

1 x Temporary for 18 months

### Contract Hours

37 hours per week

### Job Description

Our Digital Content Designers put the user at the heart of everything we do. You'll use research and data to make your decisions and to produce the best possible content. We want you to create content that makes people's interactions with us as simple and quick as possible.

As a Content Designer you'll initially work for 18 months as part of a collaborative, multi-disciplinary Digital Transformation team as we embark on a major project to launch our new digital platform and to improve web services.

You'll work on content for the council website, but also across digital services, helping our users to access the services and information that they need when they need it. Good content can make a massive difference to user experience and behaviour. You'll write compelling, clear and pertinent content which drives an optimal user journey.

Once the new Stockton-on-Tees Borough Council website is launched you will work within the Council's Marketing and Web Team, ensuring that content across the Council's website, Information Directory and other digital platforms is maintained at the highest of standards.

If you're passionate about using evidence-based approaches to create great content that meets users' needs, we want to hear from you.

There are two posts available, one permanent and one fixed term for 18 months.

An online application form and further information is available from [www.stockton.gov.uk/jobs](http://www.stockton.gov.uk/jobs).

Please ensure you refer to the Job Description and the essential and desirable criteria in the Person Specification when completing the Personal Statement on the application form, as this information is used to select candidates for interview.

If you would like an informal discussion about the post, please contact Carly Dixon, Web Strategy and Development Manager [carly.dixon@stockton.gov.uk](mailto:carly.dixon@stockton.gov.uk)

The application form is available in alternative formats from Xentrall Recruitment Services, tel: 01642 526992 or email [recruitment@xentrall.org.uk](mailto:recruitment@xentrall.org.uk)

Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.

 <b>Stockton-on-Tees</b> BOROUGH COUNCIL		<b>JOB DESCRIPTION</b>
<b>Directorate:</b> HR, Legal & Communications		<b>Service Area:</b> Consultation, Communication and Engagement
<b>JOB TITLE: Digital Content Designer</b>		
<b>GRADE: J</b>		
<b>REPORTING TO: Senior Information Directory Officer</b>		
<b>1.</b>	<b>JOB SUMMARY:</b> Provide content creation and design to support the delivery of a user-focused, sustainable and legally compliant digital presence for the Council. Helping to lead in the development of the Council's evolving web policies, standards and guidelines you will raise standards of web content across the Council to enhance the customer experience.	
<b>2.</b>	<b>MAIN RESPONSIBILITIES AND REQUIREMENTS</b>	
	1	Follow user-centred design principles to support the Web Strategy and Development Manager to shape and structure content across digital services, primarily for the council websites . Help to organise and edit content supplied from different sources (which will vary in quality and complexity), implementing the use of the Council's style guides and other guidelines whilst understanding the diversity of users and ensuring that content is accessible.
	2	Identify content gaps and overlaps based on user needs analysis, identify the appropriate content format ensuring content is relevant to the audience, easily understood and SEO optimised. Review work of content editors to make sure consistency and quality is maintained.
	3	Work under the direction of the Web Strategy and Development Manager to propose and follow evidence-based approaches to inform content design. Design and carry out user research activities such as usability testing to help teams get a deep understanding of the people that use their services to help develop consensus and challenge assumptions.
	4	Using a range of metrics identify and make recommendations for improvements to content, redefining content to improve customer experience.
	5	Undertake quality assurance processes, supporting content editors to ensure website, SID and other digital content is consistent with guidelines (including SBC's brand guidelines), users' needs and business objectives. Provide constructive feedback to help enhance content, define priorities, and raise concerns requiring attention from others.
	6	Use content management systems/platforms to upload and publish content.
	7	Manage workflow and activity scheduling to deliver web content development projects, as a specialist lead or as part of a project team, under the pressure of tight deadlines. Working in an open, iterative and collaborative way in a multi-disciplinary team.
	8	Analyse, collate and present data from a variety of sources to support wider website management.

	9	Establish and maintain working relationships with other Council departments to ensure the efficient and effective delivery of services.
	10	To work with external providers and the Community Engagement team to ensure full take up of the SID platform as a means of communicating with residents.
	11	To support the Marketing team in maintaining up to date and high quality content on the Stockton-on-Tees Borough Council website and other digital platforms as required.

### 3. GENERAL

**Job Evaluation** - This job description has been compiled to inform and evaluate the grade using the NJC Job Evaluation scheme as adopted by Stockton Council.

**Other Duties** - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

**Council Values, Behaviour Framework, Code of Conduct** - The post holder is required to carry out the duties in accordance with Council values, behaviour framework, code of conduct, professional standards and promote equality and diversity in the workplace.

**Shaping a Brighter Future** – The post holder will embrace the Council’s “Shaping a Brighter Future” programme.

**Customer Services** – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton-on-Tees Borough Council.

**Policies and Procedures** - The post holder is required to adhere to all Council Policies and Procedures.

**Health and Safety** - The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

**Safeguarding** - All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council’s Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

**Job Description dated**

**Oct 2020**



## PERSON SPECIFICATION

Job Title/Grade	Digital Content Designer	Grade J
Directorate / Service Area	HR, Legal & Communications	Consultation, Communications & Engagement
Post Ref:	POS011328	

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> <li>Graduate level qualification or equivalent experience</li> </ul>		Application form
Experience	Demonstrable experience of:- <ul style="list-style-type: none"> <li>Identifying user needs, writing and mapping user stories, design content plans, create content that is accessible and publish content.</li> <li>Working collaboratively to create, iterate and manage user-centred content</li> <li>Using analytics, user feedback, user research and other sources/metrics to improve content.</li> <li>Creating outstanding, impactful copy for user interfaces on web and mobile</li> <li>Working with Content Management Systems</li> <li>Choosing the best format for displaying information to the user</li> </ul>	<ul style="list-style-type: none"> <li>Working to the Government Digital Service (GDS) guidelines</li> <li>Experience in working with a multidisciplinary team to create outstanding content across a variety of platforms and products</li> <li>Understanding of usability and/or UX principles and how they work when applied to a range of products</li> <li>Experience creating tools and documentation to support content design.</li> <li>Working in a complex political environment.</li> <li>Ability to coordinate project workstreams, and adapt to changing priorities</li> </ul>	Application / Interview

	<ul style="list-style-type: none"> <li>• Experience of the structure and workings of a large organisation</li> <li>• Experience in the development of digital media</li> <li>• Experience of working in partnership with colleagues across from other disciplines the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of procurement and purchasing processes.</li> </ul>	
<p>Skills</p>	<p>Demonstrable ability to:-</p> <ul style="list-style-type: none"> <li>• Communicate effectively with a range of stakeholders</li> <li>• Capture, interrogate, analyse and interpret complex data and information from a range of sources and use it effectively to inform service priorities and improvements</li> <li>• Demonstrate political sensitivity and awareness</li> <li>• Knowledge of WCAG accessibility standards.             <ul style="list-style-type: none"> <li>• Ability to understand, analyse and distil a clear message from complex and potentially controversial information.</li> <li>• High level of political sensitivity.</li> <li>• Ability to achieve outcomes through influence, partnership and cross-organisation working.</li> <li>• Ability to appreciate different points of view and varying interpretations of information and situations.</li> <li>• Ability to think creatively and contribute to longer term planning.</li> </ul> </li> </ul>		<p>Application/Interview</p>

<p>Specific behaviours relevant to the post</p>	<ul style="list-style-type: none"> <li>• Ability to think widely and solve complex problems logically</li> <li>• Ability to communicate both orally and in writing with a wide range of people</li> <li>• Confidence to implement solutions and to challenge traditional thinking</li> <li>• High personal standards of self-discipline in working to deadlines</li> <li>• Strong commitment to the public sector</li> <li>• High degree of integrity</li> <li>• Strong interpersonal and networking style</li> <li>• High level of drive and motivation to achieve</li> <li>• Outcome and achievement focussed</li> </ul>		<p>Application / Interview</p>
<p>Other requirements</p>			

**Person Specification dated**

**October 2020**

## **Conditions of Service**

### **General**

Conditions of service will vary from service to service. However, there are some general points to cover.

Conditions of service generally are those contained in the appropriate National Joint Council Schemes but have been supplemented in a number of areas by locally agreed conditions. The relevant Handbooks are available for reference in all departments.

### **Office Hours**

The normal working week is 37 hours. Council offices are generally open to the public from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). The majority of office staff are able to take part in the Councils flexible working hours scheme. Elsewhere, fixed hours or shift working may be operated according to the needs of a particular service.

### **Annual Leave**

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

### **Sick Pay**

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

### **Pension**

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

### **Medical Examination**

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

### **Probation**

New entrants to Local Government will be required to complete a six month probationary period.

### **Equal Opportunities**

The Council is working towards an environment where all employees, residents and service users receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

### **Job Sharing**

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

### **Payment of Salaries**

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

### **Smoking Policy**

The Council operates a No Smoking Policy.

### **Politically Restricted Posts**

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

### **Rehabilitation of Offenders Act 1974**

Having a criminal record will not necessarily bar you from working for the Council. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Council in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.