**Senior Content Designer Job description**

**G7**

### **Summary**

These are exciting times at the Department for Education. In 2022, we will continue to build services for all our users – children, adults, and those in social care.  
  
Our diverse and inclusive culture reflects the society we live in. This helps us to achieve better outcomes for all our users. We work in multi-disciplinary teams using Agile methods to innovate and radically improve services that:

* Raise education standards and provide the best start in life for children
* Support disadvantaged and vulnerable children and young people
* Drive economic growth  
    
  You can read more about our strategy on the [DfE digital and technology blog](https://dfedigital.blog.gov.uk/), by visiting our [LinkedIn](https://www.linkedin.com/company/department-for-education-digital-technology/) page, or by following us on [Twitter @DfE\_DigitalTech](https://twitter.com/DfE_DigitalTech).

**Job description**

Content designers make things easier for people to understand and use. This can involve working on a single piece of content or on the end-to-end journey of a service to help users complete their goal and government to deliver policy. In this role, your work may involve the creation of, or change to, a transaction, product or single piece of content that stretches across digital and offline channels.

Read more information about Moving into content design.

You will work with user researchers, product managers, designers, business analysts, delivery managers and developers part of a multi-disciplinary team to directly deliver better outcomes for users. You will innovate to radically transform how public services are delivered and improved.

**Responsibilities**

As a senior content designer you will:

* Identify and build strong relationships with stakeholders, including policy, marketing, communications and legal, influencing and collaborating with them to improve the structure and quality of the content
* Create, improve and manage user centred content that meets user needs
* Use data analytics, user research and usability testing to identify user needs. Map journeys and user stories to inform content strategy and design decisions to assure quality
* Develop a content strategy for the programme you're working on ensuring it connects with the content strategy of related programmes
* Be responsible for content quality by managing small teams, mentoring content designers and reviewing content
* Play an active role in the content design community at DfE and engage with the cross-government design community
* Work with the head of content design to contribute to the content design road map and lead on a strand of it
* Contribute to the design standards and act as a guardian for them
* Advocate the role of content designers and the value content design can bring, and embed content design practices into ways of working
* Join the internal service assessment community and become a design assessor for services.

**Essential criteria**

We are keen to talk to content designers who can demonstrate experience of:

* Creating high quality, user-centred content
* Using data and feedback to inform design decisions and improving content
* Building strong stakeholder relationships
* Creating content strategies that are user focussed
* Leading others through constructive feedback to improve content design
* Collaborating with user researchers, business analysts and interaction designers to define evidence-based content design strategies
* Collaborating on prototypes using a variety of methods prototyping and choosing the most appropriate ones for the circumstance.

**Desirable skills**

In addition, it would be useful if you had experience of:

* Designing content for transactional services"
* Identifying and comparing the best processes or delivery methods to achieve minimum viable product (MVP) print and scope"
* Working in ambiguity with the ability to manage multiple projects and adapt to changing priorities and deadlines.

Selection process details

This vacancy is using Success Profiles, and will assess your Strengths and Experience. Please be advised there are two stages to the recruitment process for this role, these are outlined below.

Stage one

The sift will be based on your CV and Personal Statement, and how this meets the essential skills and experience. Please align both your CV and Personal Statement to the essential criteria in the responsibilities section in this advert.

Stage two

If successful on the above stage, you will be invited to an interview.

Before the interview, we will send you details of a problem-solving task that we would like you to complete and return 48 hours before the interview.

At the interview , we will ask you to present your portfolio of 3 products or services that best represent your contribution, achievement or impact as a content designer.

The interview will be a blended approach based on strength and experience questions. The experience questions will be aligned to the essential criteria. The interview will also include questions on your portfolio.

Feedback will only be provided if selected for an interview.