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Senior Content Designer

Central Digital and Data Office

Apply before 11:55 pm on Monday 20th January 2025



Central Digital
& Data Office

Reference number

385546

Salary

£56,070 - £70,219

£61,740 - £70,219 (London) / £56,070 - £61,793 (National) Based on capability. The base salary of this grade is £61,005 for London, and £55,403 for other locations. Offers made above this will be made up with a specialist pay allowance.

Job grade

Grade 7

Contract type

Permanent

Business area

CDDO - Securing Government Services

Type of role

Digital
Information Technology

Working pattern

Flexible working, Full-time, Job share, Part-time

Number of jobs available

1

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Location

Bristol, London, Manchester

About the job

Job summary

The Central Digital and Data Office is part of the [Cabinet Office](#) and leads the Government Digital and Data function for the government. We put the right conditions in place to achieve digital and data transformation at scale by working with departments, and other government functions like commercial, project delivery and security professionals.

We are responsible for:

- Government Digital and Data Strategy and Standards, like the Technology Code of Practice, the Service Standard and Open Standards

- Government Digital and Data performance and assurance, including Spend Controls

- Government Digital and Data Capability Development, including the Government Digital and Data pay framework

You can read more about these missions and our vision for the transformation of government on the [CDDO Blog](#).

The CDDO Domains Team protects public sector domain name spaces such as .gov.uk , and ensures that they remain stable, trusted, well managed and resistant to compromise. The team also helps protect the infrastructure tools and services associated with these domains.

Job description

As a Senior Content Designer in the Domains team you will report to the .gov.uk Supply and Approvals Service Owner. You will work in the CDDO Protecting Public Sector Domains Team as a Senior Content Designer to create and iterate domains guidance including the: [Apply for a .gov.uk](#)

[domain name guidance](#), the [Get approval to use a .gov.uk domain name service](#), [domain vulnerability content](#) and future guidance. This content plays an important role in helping to keep public sector domains and services secure.

You will:

- become familiar with existing domains guidance, make recommendations on how it can be improved through user research and draft updated content

- create and iterate user-centred content efficiently and to a high standard

- create email templates and other material to support the work of the team

- understand and use the GOV.UK style and write in plain English

- work with all Service Owners, technical specialists, as well as user researchers, interaction designers to update guidance and service content

- assist in developing publishing processes and content plans that meet user needs

Person specification

This role aligns to the following in the [Government Digital and Data Profession Capability Framework](#) - [Senior Content Designer](#)

In particular, you will have the following skills:

- Stakeholder relationship management (content design)**

- Strategic thinking (content design)**

- User-centred content design**

You will also have expert-level experience of the following:

- Writing highly specialised technical content around domains related and other cyber related vulnerabilities for users with both high and low technical understanding

- Working with user researchers and service designers on creating and updating GOV.UK content, 2i applications for .gov.uk domain names and publish content on security.gov.uk

- Capturing and presenting information on the impact of content

Working on multiple content projects to tight deadlines

Benefits

The benefits of working at CDDO

There are many benefits including:

- flexible hybrid working with flexi-time and the option to work part-time or condensed hours

- a Civil Service Pension with an employer contribution of 28.97%

- 25 days of annual leave, increasing by a day each year up to a maximum of 30 days

- an extra day off for The King's birthday

- an in-year bonus scheme to recognise high performance

- career progression and coaching, including a training budget for personal development

- paid volunteering leave

- a focus on wellbeing with access to an employee assistance programme

- job satisfaction from making government services easier to use and more inclusive for people across the UK

- advances on pay, including for travel season tickets

- death in service benefits

- cycle to work scheme and facilities

- access to children's holiday play schemes across different locations in central London

- access to an employee discounts scheme

- 10 learning days per year

- volunteering opportunities (5 special leave days per year)

- access to a suite of learning activities through Civil Service learning

CDDO offers hybrid working for all employees. This means that everyone does some working from home and also spends some time in their local

office. You'll agree to your hybrid working arrangement with your line manager in line with your preferences and business needs.

Any move to the Central Digital and Data Office from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax Free Childcare. Determine your eligibility at <https://www.childcarechoices.gov.uk>

Things you need to know

Selection process details

The standard selection process for roles at CDDO consists of:

- a simple application screening process - We only ask for a CV and cover letter of up to 750 words. Important tip - please ensure that your cover letter includes how you meet the skills and experience listed in the person specification section above

- a 60 minute video interview

Whilst we value the use of AI technology to enhance our daily work, we also value the personal touch and urge applicants to write responses without the use of AI to emphasise their own unique experiences.

Depending on how many applications we get, there might also be an extra stage before the video interview, for example a phone interview or a technical exercise.

In the Civil Service, we use [Success Profiles](#) to evaluate your skills and ability. This gives us the best possible chance of finding the right person for the job, increases performance and improves diversity and inclusivity. We'll be assessing your technical abilities, skills, experience and behaviours that are relevant to this role.

For this role we'll be assessing you against the following [Civil Service Behaviours](#):

- Seeing the big picture

Changing and improving
Making effective decisions
Managing a quality service

We will also be assessing your experience and specialist technical skills against the following skills defined in the Government Digital and Data Profession Capability Framework for the Senior Content Designer role:

Stakeholder relationship management (content design)
Strategic thinking (content design)
User-centred content design

Recruitment Timeline

Role closes: 20th January 2025

Sift completion: 31st January 2025

Panel interviews: week commencing 10th February 2025

Candidates that do not pass the interview but have demonstrated an acceptable standard may be considered for similar roles at a lower grade.

A reserve list will be held for a period of 12 months, from which further appointments can be made.

The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the [Civil Service People Plan](#) and [the Civil Service D&I Strategy](#).

You may be aware that there are plans for the Government Digital Service (GDS) & the Central Digital & Data Office (CDDO) to move into the Department of Science, Innovation & Technology (DSIT). This move is to bring together the digital transformation of public services into one core department. The move itself will offer huge opportunities whilst allowing DSIT to lead the way and drive forward the new Government's digital agenda.

As the announcement is relatively new, we are awaiting more detailed information. Therefore, we encourage you to apply for this role, and will keep you informed with updated information throughout the application process.

Feedback will only be provided if you attend an interview or assessment.

Security

Successful candidates must undergo a criminal record check.

People working with government assets must complete [baseline personnel security standard \(opens in new window\)](#) checks.

Nationality requirements

This job is broadly open to the following groups:

UK nationals

nationals of the Republic of Ireland

nationals of Commonwealth countries who have the right to work in the UK

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities with settled or pre-settled status under the [European Union Settlement Scheme \(EUSS\) \(opens in a new window\)](#)

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities who have made a valid application for settled or pre-settled status under the European Union Settlement Scheme (EUSS)

individuals with limited leave to remain or indefinite leave to remain who were eligible to apply for EUSS on or before 31 December 2020

Turkish nationals, and certain family members of Turkish nationals, who have accrued the right to work in the Civil Service

[Further information on nationality requirements \(opens in a new window\)](#)

Working for the Civil Service

The [Civil Service Code \(opens in a new window\)](#) sets out the standards of behaviour expected of civil servants.

We recruit by merit on the basis of fair and open competition, as outlined in the Civil Service Commission's [recruitment principles \(opens in a new window\)](#).

The Civil Service embraces diversity and promotes equal opportunities. As such, we run a Disability Confident Scheme (DCS) for candidates with disabilities who meet the minimum selection criteria.

Diversity and Inclusion

The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the [Civil Service People Plan \(opens in a new window\)](#) and the [Civil Service Diversity and Inclusion Strategy \(opens in a new window\)](#).

Apply and further information

This vacancy is part of the [Great Place to Work for Veterans \(opens in a new window\)](#) initiative.

The Civil Service welcomes applications from people who have recently left prison or have an unspent conviction. [Read more about prison leaver recruitment \(opens in new window\)](#).

Once this job has closed, the job advert will no longer be available. You may want to save a copy for your records.

Contact point for applicants

Job contact :

Name : gds-recruitment@digital.cabinet-office.gov.uk

Email : gds-recruitment@digital.cabinet-office.gov.uk

Recruitment team

Email : gds-recruitment@digital.cabinet-office.gov.uk

Further information

If you feel your application has not been treated in accordance with the Recruitment Principles and you wish to make a complaint, you should contact gds-recruitment-complaints@digital.cabinet-office.gov.uk in the first instance.

If you are not satisfied with the response you receive you can contact the Civil Service Commission by email:

info@csc.gov.uk Or in writing: Civil Service Commission, Room G/8 1 Horse Guards Road, London, SW1A 2HQ.

