

# Information Content Authoring INCA

## Level 3

Liaises with clients and representatives of the intended audience(s) to clarify detailed requirements. Designs, creates, controls and evaluates moderately-complex subject matter ensuring the needs of the audience(s) are met in a manner appropriate to the medium(s) in use. Makes informed decisions about the best way to present information to the audience(s), taking into consideration how information may be presented, identified, and searched for. Produces information artefacts that are accurate, current, relevant and easily understood by the intended audience(s). Applies moderation and editing processes to content supplied by others.

## Level 2

Develops an understanding of content development and authoring activities, such as information gathering, creating draft content, identifying appropriate illustrations, and proper treatment of copyright and considering the publication medium(s). Works with colleagues and clients to understand audience needs and to assimilate source material. Creates draft materials that present information clearly, concisely and accurately in appropriate plain language, which meets the requirements of the audience(s) as clearly, simply and quickly as possible. Applies guidelines and standards to moderate content from others, escalating where appropriate.