Development and implementation: Systems development; Information content authoring INCA

Description

The application of the principles and practices of authoring, designing, controlling, and presenting textual information (supported where necessary by graphical content) to meet the requirements of intended audience(s). This information may be delivered via digital, print, or other medium. Management of the authoring process and the interaction with editorial and publication processes.

Level 6

Oversees content development activities, ensuring that adequate procedures, standards, tools and resources are in place and implemented to ensure the appropriate quality of material developed by content creators within the organisation. Champions the use of clear language and sets the quality standards for drafting and final copy. Manages relationships with stakeholders, ensuring they receive the information they need.

Level 5

Provides overall editorial control across the team or teams of content designers and authors, to ensure appropriate content, tone, brevity, consistency and re-use. Advises on appropriate content formats and mediums, and oversees the review and approval of materials to enable requirements to be satisfied. Develops and maintains content plans showing how the identified audience needs will be met.

Level 4

Controls, monitors and evaluates content to ensure quality, consistency and accessibility of messages. Designs the content and appearance of complex information deliverables (for example, collections of artefacts, which maybe spread across multiple mediums) in collaboration with clients and/or representatives of the intended audience(s). Moderates content (in both draft and published forms) and ensures content can be re-purposed appropriately. Creates and evaluates complex, well engineered deliverables, ensuring alignment with the agreed requirements, making optimal use of the chosen medium(s). Reviews work of other content designers and authors for consistency and accuracy, and takes responsibility for ensuring appropriate publication. Understands the implications of publishing content and manages the associated risks.

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.

Level 1

Contributes, under instruction, to the generation of content, and to configuration of content items and files. Executes pre-planned testing activities under supervision, recording findings.