**Content designer**

Grade: SEO

**You will**

* Use evidence, data, and user research to devise content strategies and tactics, and work closely with digital and data specialists to improve user outcomes.
* Create, iterate, review and update content for new and existing services to meet user needs across a whole end-to-end journey.
* Be responsible and accountable for the accuracy, clarity, efficacy and success of content in your area.
* Build positive working relationships across teams and professions to advocate for user needs, and understand and influence stakeholders.
* Manage relationships with stakeholders, including subject matter experts, to gain understanding and make sure all content is accurate and clearly understood.
* Establish and maintain the highest standards of accuracy, accessibility, and professionalism even if deadlines are tight and information elusive.

**You'll have**

**Essential**

* Creating content designed to meet user needs and make complex language and processes easy to understand, always in the right format for your users
* Having a solid user focus, and comfortable formulating hypotheses, gaining insights from data and user research, and taking decisions on those
* Writing, editing, publishing and continuously improving content online.
* Working closely with diverse stakeholders to understand their views, whilst maintaining content quality and managing expectations.
* Thinking strategically, contributing to content strategies, and creating content patterns or standards.
* Managing your own projects and adapting to changing priorities.
* Working with data, feedback, user research, online analytics, and other sources of information to improve content.

**Desirable**

* Working with agile methodology, comfortable working in a fast-paced environment, and flexible in approach. Used to using a range of tools and platforms to manage work priorities.
* Using prototyping techniques, enabling concepts to be swiftly communicated to colleagues and potential users to enable fast progress.