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| Job Title | Content Design Manager |
| Grade  | Grade B |
| Directorate | Engagement  |
| Job Purpose | Manages delivery of content for our services, making sure it’s:* simple
* concise
* in plain English.

Ensures the content for our services is based on user needs. Delivers appropriate content in the right place and the best format – so users can complete tasks quickly and easily. Oversees the work of content designers working within their area, if needed. |
| Accountabilities | * Manages delivery of the content for CQC services and identifies opportunities for it to improve.
* Liaises with key stakeholders and content owners within CQC to ensure service content is accurate and up-to-date.
* Works with subject matter experts and content designers to deliver a clear and effective content strategy for our services.
* Works with product managers and user researchers to ensure the content needs of our users are understood and met.
* May be required to provide line management to relevant content designers, ensuring they meet their objectives and develop their skills.
* Ensures service content is simple, concise and in plain English.
* Uses the principles of good content design and champions their use throughout the organisation.
* Champions the implementation of the Public Engagement Strategy across CQC
* Works with the performance analyst to understand how the service is being used and take user feedback into account.
* Work with the multidisciplinary team to ensure our services are accessible to all and users can navigate our content effectively.
* Develop, monitor and report against key performance indicators to measure success.
* Have the appropriate knowledge, skills and experience to actively promote diversity and equality of opportunity, treat everyone with dignity and respect and avoid unlawful discrimination.
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| Specific skills and experience | * Educated to degree-level or equivalent
* Significant knowledge and experience of working within a content design role
* A clear understanding of content design principles, methodologies and best practice.
* Significant knowledge of and experience in digital and non-digital engagement techniques
* Excellent oral and written communications skills
* Delivery focused with a high level of organisation, planning and project management skills.
* Flexible approach and able to respond quickly to ad hoc or urgent requests.
* Extensive experience in advising colleagues on website and digital proposals and a deep understanding of the challenges often faced when delivering such projects.
* Knowledge of CQC's public target audiences and the challenges CQC faces in engaging them
* Able to work independently and as part of a team
* An understanding of CQC, its regulatory policy and legislative responsibilities
* Demonstrates continuous professional development
* Demonstrable knowledge and experience of using different media and IT packages
* Demonstrable knowledge and experience of managing digital projects across the whole lifecycle.
* Experience in an Agile project management environment.
* Experience of managing multiple projects.
* Experience of dealing with senior stakeholders.
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| **Values & Behaviours** | **Excellence****In my work for CQC:*** I set high standards for myself and others, and take accountability for results
* I am ambitious to improve and innovate
* I encourage improvement through continuous learning,
* I make best use of people’s time, and recognise the valuable contribution of others

**Caring****In my work for CQC:*** I am committed to making a positive difference to people’s lives
* I treat everyone with dignity and respect
* I am thoughtful and listen to others
* I actively support the well-being of others

**Integrity** **In my work for CQC:*** I will do the right thing
* I ensure my actions reflect my words
* I am fair and open to challenge and have the courage to challenge others
* I positively contribute to building trust with the public, colleagues and partners

**Teamwork****In my work for CQC:*** I provide high support and high challenge for my colleagues
* I understand the impact my work has on others and how their work affects me
* I recognise that we can’t do this alone
* I am adaptable to the changing needs of others
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