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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. |
| 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 |