

# Job Title: Senior Content Designer

### **Grade:** C

### **Directorate: Engagement**

### Job Purpose

* Manage the content of CQC’s website, ensuring it meets the needs of our users and supports our purpose and strategy. Design content that is simple, concise, accessible and built around the way our users interact with our information.

### Accountabilities

* Manage the content of CQC’s public website.
* Work with CQC subject matter experts, Engagement colleagues and our users to design and manage content that meets our users’ needs.
* Apply content design skills to online products including email bulletins, online consultations and digital transformation projects.
* Assist the team manager in identifying and researching online business requirements.
* Assist in the development, delivery and implementation of specific projects, for example new interactive features.
* Carry out user testing of content and present the findings to subject matter experts.
* Use web analytics, information on search trends and user testing results to inform the design of effective content.
* Champion the use of web standards, analytics and user research to colleagues involved in the content production process.
* Manage online editorial projects, working with colleagues and external suppliers, e.g. design/development agency, usability agency, hosting company.
* Write ‘user stories’ for agile development of editorial features on website – e.g. updates to the functionality of the content management system.
* Improve use of photography, iconography and data visualisation on our website, ensuring it is used in an effective and accessible way.
* Advise on use of interactive content, including audio and video, on the site where they support a good user experience.
* Work with colleagues to increase awareness of CQC with key online audiences.
* Develop our use of mass mailing for the public, using our monthly newsletter and single-subject messages to meet our users’ needs, drive traffic to key information and raise awareness of our work.
* Understand and promote the wider user experience of CQC’s web presence.
* Provide training and guidance in digital systems (e.g. Drupal, GovDelivery) when required.
* 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

#### Essential

* Proactive team player able to work on a variety of projects simultaneously and manage a complex workload.
* Experience of designing and maintaining content in an online medium – including writing engaging promotional copy.
* Knowledge of html, css, content management systems (particularly Drupal), Photoshop, Illustrator, Microsoft Office.
* Editorial experience gained while working in a digital environment for at least 2 years.
* Experience of accessibility and usability as applied to websites.
* Understanding of how metrics can be used to develop customer journeys to provide content the users want.
* Familiar with the latest accessibility guidelines and web standards, plus excellent knowledge of how content works online.
* Excellent oral and written communication skills.
* Experience of HTML email templates, infographics, online surveys and analytics.
* Good editorial skills with attention to detail.
* Excellent interpersonal skills.
* Proven ability to analyse issues and options logically.
* Proactive team player with the ability to work on a variety of projects simultaneously.
* Excellent stakeholder management skills.

#### Desirable

* Sound working knowledge of CQC, its regulatory context and the wider health and social care policy and operational arena.

### Values and 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 innovative.
* 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.