



# Assistant Content Designer

Thanks for your interest in working at Citizens Advice. This document should give you everything you need to know about the above role.

**Want to chat about this role?**

Please contact the recruitment team at [careers@citizensadvice.org.uk](mailto:careers@citizensadvice.org.uk)



## The team

The role you're applying for is in the **digital, data and technology** directorate and in the **content design** team.

Here are some ways you can find out more about us:

### **Could I work in the Citizens Advice content team?**

<https://wearecitizensadvice.org.uk/could-i-work-in-the-citizens-advice-content-team-ee77c7e8a9d7>

### **Using content design to improve our template letters**

<https://wearecitizensadvice.org.uk/using-content-design-to-improve-our-template-letters-d6c2a4bb0e8f>

### **Restructuring our employment advice**

<https://wearecitizensadvice.org.uk/restructuring-our-employment-advice-f3abf775f562>

### **Using our 'Contact us' pages was too difficult - here's how we made it easier**

<https://wearecitizensadvice.org.uk/contacting-citizens-advice-was-too-difficult-heres-how-we-ve-made-it-easier-a4bbeacf0310>



## The role

We have an exciting opportunity for an assistant content designer to join our team and make sure our content is usable, accurate and up to date for the millions of people who use our website.

The content team creates online advice for the public, and for the advisers who help clients to solve their problems. While a lot of our work is focused on creating and improving flat content, we use other formats like tools if we know this is the best way to help people.

We work in multidisciplinary agile teams, collaborating with a range of colleagues including legal experts, delivery and user research. Content design is a well respected part of Citizens Advice.

We're looking for someone to support the delivery of high quality, accessible digital advice. This will involve designing and editing user-centred content for the public and our advisers.



## Role profile

<b>Band</b>	Officer	
<b>Reporting to</b>	Upper level officer / senior officer	
<b>Proficient salary</b>	£29,419 plus London allowance of £3,520 if applicable	
<b>Location</b>	Blended between office and home (England and Wales)	Low travel required
<b>Role purpose</b>	Support the delivery of high quality, accessible digital advice that is driven by user needs.	

Main responsibilities	Key elements/Tasks	% of time
<p><b>Deliver content and service improvements in line with the digital advice strategy</b></p>	<ul style="list-style-type: none"> <li>● Working with content designers and developers, deliver improvements to users' experience of digital content and services, bringing in a range of technical, analytical, writing and design skills.</li> <li>● Identify and implement improvements such as better navigation, tagging, search behaviour, social media integration, taxonomy, drawing on user insight and performance data.</li> <li>● Ensure that work undertaken reflects and supports the service's Equity and Diversity Strategy.</li> </ul>	<p>20%</p>
<p><b>Deliver digital advice and other content</b></p>	<ul style="list-style-type: none"> <li>● Deliver accurate, timely, high-quality content (based on insight and outputs of user testing, relevant to audience, easily understood, search engine optimised) that follows the Citizens Advice style.</li> <li>● Help to make sure users' journeys are the best they can be through iterative improvements.</li> <li>● Use agile methodology to deliver online advice service design and maintenance of existing content.</li> </ul>	<p>20%</p>
<p><b>Promote user-centred design principles and best practice within Citizens Advice</b></p>	<ul style="list-style-type: none"> <li>● Use and implement best practice processes to ensure that Citizens Advice service delivers the best in user centred design.</li> <li>● Advocate for user-centred services, celebrating the team's progress and publicising learning.</li> <li>● Work with content design teams to encourage feedback and learning from testing and designing content, including from local Citizens Advice staff and volunteers.</li> </ul>	<p>20%</p>

<p><b>Implement best practice systems and processes</b></p>	<ul style="list-style-type: none"> <li>● Maintain the accuracy and accessibility of advice content, working with law and policy experts to track legal and policy developments.</li> <li>● Use agile task management and planning systems (e.g. Trello, Jira) to prioritise content changes and maintenance, to ensure content is accurate.</li> <li>● Work with content management systems (CMS) and support the team to upload, manage and monitor performance of content as efficiently as possible.</li> <li>● Maintain systems around analytics, tracking and reporting to ensure digital advice content can be optimised for users.</li> </ul>	<p>20%</p>
<p><b>Maintain expertise and insight</b></p>	<ul style="list-style-type: none"> <li>● Manage your own day to day activities to deliver tasks on time and to the required standard while gaining experience and expertise in content design.</li> </ul>	<p>5%</p>
<p><b>Contribute to team</b></p>	<ul style="list-style-type: none"> <li>● Be an active member of the team, identifying opportunities for your own development.</li> <li>● Contribute to the good and efficient working of the team, be the first port of call for content questions and manage the content team inbox.</li> <li>● Compliance with Citizens Advice policies and procedures, including health and safety.</li> </ul>	<p>5%</p>
<p><b>Finance</b></p>	<ul style="list-style-type: none"> <li>● Monitor and challenge spend on projects/day to day activities.</li> <li>● Demonstrate financial efficiency and value for money throughout work.</li> </ul>	<p>5%</p>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>● Undertake any other duties as may be reasonably required within the scope of the role</li> </ul>	<p>5%</p>



# Person specification

## Essential Criteria

### Top 3 to be assessed at application stage

1. Experience of designing content and writing for the web, and an appetite for designing and writing accessible and user-centred content.
2. Excellent writing and editing skills, including the ability to turn complex information, like legal jargon, into plain English.
3. Great analytical skills, with the ability to identify issues and find and implement inventive and practical solutions.
4. Ability to maintain and improve content, using metrics and feedback.
5. Good ability to learn new web technologies quickly, with proven interest in content design and software development.
6. Experience of working with content management and publishing systems (CMS).
7. Ability to prioritise between different demands, plan realistically and complete work on time.
8. Good interpersonal and communications skills, with the ability to understand and translate complicated ideas or concepts to everyday language, and able to provide clear steers to technical experts.
9. Ability to work effectively within a team, and commitment to working within an inventive, responsible and generous workplace environment.

## Desirable Criteria:

1. Understanding and experience of Google Analytics.
2. Understanding of agile processes or experience working in an agile development environment.
3. Experience of using Google Apps and other collaborative technologies to support teamwork and management.