



Cumberland Council

Post Specification

Date	December 2021
Post Group Number	PG6702
Post Title	Senior Website Content Design Officer
Job Family	Regulation and Technical
Job Family Role Profile	RT10
Final Grade	10

To be read in conjunction with the job family role profile

Service Area description

This is a key role in the Digital and Innovation team. The team is responsible for developing and improving our customers' digital experiences, supporting the Council's ambition of enabling increased self-service, creating end-to-end digital services that are engaging, appropriate and accessible and ensuring that our customer design principles are at the heart of change.

Purpose of this post

The postholder will take a lead role in the development of cumberland.gov.uk and all other key Council website programmes. The post will act as an advocate and change agent for the development of the website and online services, supporting the aim of increasing our customers' ability to self-serve and access services through our website as set out in the Council Plan.

Key job specific accountabilities

1. Lead on the development of the council's website architecture and content to meet the customers needs, making sure the organisation's websites are developed in line with best practice and key customer principles as outlined within our Customer Strategy and national website content standards.
2. Lead projects across the Council to develop and improve the website, working with and influencing a wide range of service information leads to deliver a quality website experience ensuring this is appropriate and accessible for all customers.
3. As a lead web content development expert ensure all development of content is delivered to a high standard and complies with privacy and data protection standards, is accessible and follows national web content standards and best practice, delivering a high standard of web design and common branding.
4. Lead on the use of a range of intelligence and analytics to better understand our customers and analyse their user journeys and the overall performance of the website(s) to make informed decisions regarding future development. Use the intelligence to work with a range of officers and departments and make recommendations to support continuous improvements.
5. Provide expertise and guidance on government accessibility regulations and content standards, actively engaging with content providers and departments to improve website information and promoting the best practice of content publication. To shape and deliver the council's training to support the ongoing development and improvement of the council's websites using project and programme management.

6. Lead on the development of user research, using user feedback to make clear recommendations and support the continuous improvement and development of the Councils websites.
7. Responsible for developing the Council's websites to ensure they adhere to web standards and Guidelines for UK Government websites (including Accessibility and Metadata standards).
8. Providing direction and leadership to others within the team and service areas on their area of expertise.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	No direct budget responsibilities
Staff Management Responsibilities	Organise and co-ordinate the work of staff and managers within and across various teams to deliver business benefits.
Other	•

Essential Criteria - Qualifications, knowledge, experience and expertise

- NVQ Level 4 or equivalent expertise
- Up to date knowledge of online developments and website best practice
- Excellent website writing and editing skills
- Strong relationship management skills, including the ability to negotiate and influence at all levels
- Experience of managing digital communication channels e.g. internet, intranet, online discussion forums
- Experience of developing and commissioning online solutions
- Political acumen and excellent judgment
- Project management skills
- Excellent attention to detail
- An ability to work under pressure and to effectively manage competing priorities and deadlines
- An ability to assimilate large amounts of complex information, make sense of it and advise on the best way of presenting it to internal audiences under time pressures

Disclosure and Barring Service – DBS Checks

- This post requires / does not require a DBS check.

Job working circumstances

Emotional Demands	Working with minimal emotional demands
Physical Demands	Mainly office based
Working Conditions	Office based
Other Factors	

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