

Content Designer

Closing Date: Thursday 30th September 2021 at 12.00pm

Interview Date: Week Commencing 11th October 2021 with date to be confirmed

Salary: Grade 5 SCP 33 – 41 (£36,922 - £44,863)

Term: Full Time, fixed term for 2 years from the date of employment, with the potential for extension.

Reports to: Agile Senior Delivery Manager – Digital Lead

Based: One Canal Parade, Dumballs Road, Cardiff (this is a pan Wales post so regular travel to Cardiff and across Wales will be expected although flexibility around location subject to negotiation) with homeworking

Politically Restricted: Yes

Welsh Language essential: No

About the Role

The Welsh Local Government Digital team are passionate about creating a great place to work for all our colleagues; an inclusive and respectful environment that reflects the diversity of the society we serve.

We want to maximise the potential of everyone who chooses to work with us and we offer a range of flexible working patterns and support to make a fulfilling career that is accessible to you.

Diverse perspectives and experiences are critical to our success and we welcome applications from all people from all backgrounds with the experience and skills needed to perform this role.

If you want a digital career working on projects that make a real difference to people living, working and visiting Wales, and also plenty of opportunity to develop, be stretched and progress, then consider this role.

We're making Welsh local government services and information simpler, clearer and faster for individuals and businesses. To do that, we need a content designer to help us design end-to-end services based on user needs.

Job Description

As a Content Designer, you'll work as part of a small, digital multidisciplinary team. You will also work with Welsh Government and local government officers on a regular basis.

This role has two core objectives, to work on projects across Welsh local government, and also to improve standards and support knowledge transfer to local government officers working with content.

You'll be a passionate advocate for clear, jargon-free content, and be persuasive and collaborative with a wide range of partners.

Responsibilities

As a Content Designer you will:

- Support and mentor local government officers - providing them with guidance, constructive feedback and design direction.
- Provide hands-on content design for complex projects.
- Use best practice and standards to write usable and accessible guidance.
- Work to ensure content is user centred for people accessing services in Welsh and English.
- Develop and contribute into content strategies to inform end-to-end journeys.
- Work with user researchers to gain a deep understanding of user needs and how to meet them.
- Map user journeys and processes.
- Collaborate with a multidisciplinary team on projects by facilitating the design process, participating in research activities, workshops and communicating design decisions to the team and stakeholders.

You will also be encouraged to:

- Proactively seek new learning opportunities and look to continually improve by gaining feedback from your peers and the business.

Person Specification

Essential

Technical Skills and Expertise:

You will have a demonstrable passion for content design and be able to showcase this through previous work. You should also have experience in:

- Coaching and mentoring others, growing skills, and providing constructive feedback on work.
- Experience of writing for the web, with a proven track record to create content that is accessible and usable.
- Designing a wide range of online content (not just copy).
- Developing content for online guidance or transactions.
- Experience of journey mapping and needs analysis - being able to take existing content and identify gaps and overlaps.
- Working with style guidelines.
- Understanding of user research methods and practice, with proven experience using metrics and user feedback to inform content design.
- Talking about your design decisions and approach to partners at various levels, and convincing them that user needs and a user-centred approach are the right way to design content and guidance.
- Leading workshops and discussions to facilitate the design of content through collaboration with other professions.

Desirable

Expertise:

- Experience of working with more than one language, with an understanding of how different languages can have different user requirements.
- Working to the government service standard.
- Experience working in agile teams.
- Some experience of wireframing or prototyping.

- An awareness of how to analyse pain points within services and communicating and sharing design solutions.

Occasional travel with overnight stays may be required.

About the WLGA

The Welsh Local Government Association represents the interests of local government and promotes local democracy in Wales.

Our aim is to **promote, protect, support and develop democratic local government** and the interests of local authorities in Wales.

We are a politically led, cross party organisation that seeks to give local government a strong voice at a national level. The WLGA is a membership organisation that represents all 22 local authorities in Wales, the 3 fire and rescue authorities and the 3 national park authorities as associate members.

We believe that services are best provided within a democratic framework of local accountability and that the people who use public services should have as much of a say in the way they are organised, managed and funded as possible. Local government is seen as being the tier of government closest to service users and best able to respond to their needs. We support the role of the Welsh Government in setting the strategy for public services nationally but believe that it is down to local government to interpret strategy to deliver services based on local circumstances and local priorities.

Much of our work is focused on the Senedd (formerly the National Assembly for Wales), the Welsh Government and other national stakeholders and partners. We also liaise with the Wales Office and UK Government and work closely with the LGA in London in seeking to influence non-devolved policies and legislation and, in particular, the recovery from COVID 19 and responding to developments around Brexit.

Our work involves engagement with Ministers, Members of the Senedd, and other national and governmental organisations. We promote the important role of local government to Members of the Senedd and seek to enhance and protect councils' reputation and secure positive change to legislation. The WLGA's lobbying work is therefore extensive.

Our Values

In working towards its primary purposes, we seek to be:

- **Ambitious** in our expectations and in our vision for local democracy and local services;
- **Accountable** to our members and member authorities;
- **Proactive** in our defence and promotion of local democracy, our policy development and our engagement with members;
- **Receptive** through listening to and considering the range of views of our membership, partners and stakeholders;
- **Responsive** through our services and support to our members and member authorities;
- **Collaborative** in our approach to governance and partnership working with Welsh Government and other stakeholders.

We also work towards upholding and promoting equality, diversity and human rights; including promoting diversity in democracy and supporting councillors in their role as democratically elected local representatives.

We are committed to equality and fairness and although we are not a statutory body, we operate in the spirit of legislation such as the Equalities Act, Freedom of Information Act and the Wellbeing of Future Generations (Wales) Act.

Our Aims and Priorities

Our priorities are underpinned by our core aims to secure:

- **Reform, continuous improvement and a commitment to partnership** - we believe in local government reform and seeking continuous improvement as a process for delivering better outcomes and services for the people of Wales, and in ensuring that resources are used as effectively and as efficiently as possible;
- **Fair and flexible funding** – councils need greater fiscal autonomy and flexibility to respond to local needs and priorities. Specific grants should be transferred into the settlement, after an agreed period of time, and the Welsh Government should fully cost and fund any new national initiatives and/or legislation and should commit to multiyear financial settlements, so councils can plan more effectively;
- **Commitment to the principle of Subsidiarity** – the Welsh Government and the Senedd should commit to the European Charter of Local Self Government and the principle of subsidiarity, where the presumption is that power is transferred to the level of government closest to the people. The Welsh Government has a clear national strategic role, but councils want to see momentum behind the devolution of powers beyond Cardiff Bay to local government and to local communities.

We will also:

- **Promote the role and prominence of councillors and council leaders**, emphasising their equal democratic mandate with national politicians.
 - **Ensure maximum local discretion in legislation or statutory guidance** where councils and regions have flexibility in determining regional priorities, services and governance arrangements.
 - **Promote sector-led improvement**, with an emphasis around digital and innovation, supporting authorities in sharing best practice, developing workforce skills and developing a new corporate peer review programme.
 - **Encourage a vibrant local democracy, promoting greater diversity** and enhanced democratic engagement and supporting councillors' development and training.
 - **Support authorities to effectively manage their workforce** through our role as the Employers' Organisation.
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Benefits: Working at the WLGA

The WLGA is an exciting place to work.

The WLGA is in the process of moving to new, modern, open-plan offices at One-Canal Parade, Cardiff (as of October 2021). This is part of an exciting new urban development, which includes local amenities and is within a brief walk from Cardiff Central Station and the City Centre. The WLGA is also introducing new Agile Working arrangements from September 2021, which means that staff will be able to balance working from home and public service hubs, as well as the WLGA's Cardiff office.

We seek to offer staff a friendly, supportive and flexible working environment and staff are entitled to a range of benefits including:

- Incremental pay rises and contributory local government pension scheme
- 26 days annual leave, rising to 29 after 3 years then rising to 32 after 5 years of service, plus 8 days bank holiday
- Agile working policy which encompasses Flexitime, flexible working including options to work from home.
- Cycle to work scheme, travel loan facilities and free staff car park
- A range of supportive policies, including career breaks, job share, leave purchase scheme and other leave arrangements.
- Generous maternity, adoption, paternity and shared parental leave
- Centrally located office in the heart of one of the UK's most vibrant cities

Terms of Employment

Association employees are employed on the conditions of service of the National Joint Council for Local Government Services, amended by local agreements. The principal provisions are outlined below:

Salary:

Salary is payable calendar monthly by bank credit on or about the 15th of each month.

Hours of Work:

The working week is 36 hours. The WLGA is introducing new Agile Working arrangements which will provide staff with significant flexibility around working hours, non-working time and annual leave.

Travel and Subsistence:

It is a condition of appointment that staff will be prepared to work on occasion anywhere within Wales, the rest of the United Kingdom or Europe. Travelling and subsistence expenses will be payable, in accordance with the Association's scheme, when staff work away from their fixed centre.

Annual Leave:

The annual leave entitlement for a full year (the leave year runs from 1 April to 31 March in the following year) will initially be 26 days, in addition to statutory holidays. Existing local government employers may attract additional leave based on continuous local government service.

Pension:

The successful candidate will automatically be admitted to the Local Government Pension Scheme. This is a contributory scheme which has defined benefits for employees.

<https://mpfmembers.org.uk/content/members-currently-contributing-lgps>

Period of Notice:

The period of notice which staff are required to give is one calendar month, commencing on any day in the month. Staff will also be entitled to receive one calendar months' notice, or the current statutory notice period, whichever is greater.

Terms of Secondment (if applicable)

The successful candidate will remain an employee of their current employer which, will continue to pay their salary and the Association will reimburse the salary to the employer. In addition, their terms and conditions of employment will remain unchanged. The Association will reimburse business travel and expenses incurred on secondment. Interested applicants will need to be aware of their organisation's secondment policy and obtain prior approval of their employer.

WLGA Politically Restricted Posts:

The WLGA will not appoint as an employee or worker in any capacity, any Councillor who is currently a Member (including co-opted member) of a local Authority or any other member body of the WLGA e.g. National Park Authority or who had been a Member in the previous 12 months (s.116 Local Government Act (LGA) 1972).

The following posts are considered to be politically restricted (in line with those local authority roles as specified in Section 2(1) of the 1989 Act¹:

- All members of Senior Management Team
- All officers paid above Spinal Point 30
- Other officers giving advice to local authorities on a regular basis
- Any officers with a role which involves speaking on behalf of the WLGA to the media.

The Association is an Equal Opportunities Employer.

¹ Part I of the Local Government and Housing Act 1989 and Local Government (Politically Restricted Posts) (Wales) Regulations 2008

Apply Now!

For an initial discussion about the role and the organisation, please contact Sam Hall, Local Government Chief Digital Officer on 07801412671.

To apply, please send a covering letter with a CV by the closing date of Thursday 30th September 2021 at 12.00pm to:

HR Manager

e-mail recruitment@wlga.gov.uk

Within the covering letter please use the person specification to inform your response please provide details of your relevant experience and the attributes you would bring to the job if appointed.

Shortlisted applicants will be invited to interview via Microsoft Teams the week commencing 11th October 2021 with the date to be confirmed.

Shortlisted applicants may be requested to undertake a task before attending for interview, as well as pre-interview tasks on the day, followed by an interview with a selection panel.