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# BRIGHTON & HOVE CITY COUNCIL JIN 4492

**JOB DESCRIPTION QUESTIONNAIRE**

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| **Job Title:** | Junior Digital Content Designer (external) |
| **Reports to:** | Digital Communications Manager |
| **Department:** | Governance, People and Resources |
| **Section:** | Communications |

**Purpose of the Job**

To create clear and user focused content on the BHCC (Brighton and Hove City Council) corporate website - using content design and usability techniques - to provide residents and businesses with easy to understand and actionable content.

**Principal Accountabilities**

1. Support the Digital Content Designers create update and review content on the council’s website, to ensure the council’s online style guide, design pattern library and accessibility standards are being followed.
2. Support the Digital Content Designers by converting inaccessible PDFs on the website into an accessible format.
3. Support the Digital Content Design team with administrative tasks to help manage projects and report on work progress, including updating spreadsheets and taking notes during meetings.
4. Help to monitor and update the Digital Content Design team’s work request system to ensure work is being assigned.
5. Respond to enquiries from members of the public and staff about website content and resolve questions or complaints they may have.
6. Responsible for updating directory content on the website to ensure they are up to date and accurate.
7. Responsible for creating analytics reports, including Google Analytics and team efficiency reports to help measure the success of the Digital Content Design teams work

**General Accountabilities**

To co-operate in the implementation of the council Health and Safety policy

In particular: as set out in section 4.7 of the Health & Safety Policy:

* To take due care of their own health and safety and that of others, who may be affected by their acts and mistakes at work
* To use equipment according to instructions
* To ensure that they do not use facilities and equipment recklessly or interfere with the safe use of equipment, materials, or systems
* To report any unsafe act, or condition, any accident or incident according to Health and Safety Policy

To uphold and carry out the duties of the post with due regard to the City Council’s Inclusive Council Policy.

Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

## The list of duties in the job description should not be regarded as exclusive or exhaustive.

There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may be required.

**BRIGHTON & HOVE CITY COUNCIL**

**PERSON SPECIFICATION**

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| **Job Title:** | Junior Digital Content Designer |
| **Reports to:** | Digital Communications Manager |
| **Department:** | Governance, People and Resources |
| **Section:** | Communications |

### Essential Criteria

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| **Job Related Education, Qualifications and Knowledge** | Educated to NVQ level 3 in an appropriate discipline or equivalent experience of digital communication and marketing techniques  A good understanding of:   * identifying user needs * digital reporting techniques * issues facing local government |
| Experience | Experience of:   * of writing, editing, and publishing for the web, with proven ability to create content that meets users’ needs, is clear and easy to understand * of writing content that follows an organisation style guide * using content management systems * using HTML (such as for headers, tables, embedding videos) * using web analytics tools (such as Google Analytics) |
| Skills and Abilities | Well developed:   * communication skills (both oral and written) * planning and organisational skills |
| **Equalities** | * To be able to demonstrate a commitment to the principles of Equal Opportunities and be able to carry out duties in accordance with that policy. |
| **Other Requirements** | * Commitment to acquiring awareness and knowledge of Health and Safety policy and practice as it applies in their area of work * Ability to co-operate and adhere to Health and Safety Policy, practices, and instructions |