DIGITAL CONTENT DESIGNER

JOB DESCRIPTION AND PERSON SPECIFICATION
1. Job details

Job title: Digital content designer

Responsible to: Digital programme manager

Directorate/department/team: Planning and resources/Digital and communications

2. Job purpose

To design, commission, edit and publish content that meets user needs and organisational goals.

3. Dimensions

- Works across the organisation in relation to content design and NCVO’s style guide and tone of voice guidelines.
- Liaises externally with a range of respected subject matter experts, writers and editors.

4. Organisation chart
5. **Main accountabilities of the post**

1. Commission, edit and publish content that meets user needs, with a focus on content for NCVO’s Knowhow Nonprofit website, including:
   - Tools and resources (premium content for NCVO members)
   - Knowledge base (expertly authored articles)
   - How-to guides and case studies (wiki/user generated content).

2. Use analytics and research to identify areas of content to commission and to monitor performance of content. Act as the team’s lead on user research, supporting and advising colleagues in the team and across the organisation with user research.

3. Advise colleagues on how to create content and journeys that meets user needs and organisational goals, and ensure that NCVO’s content plan is regularly updated.

4. Maintain and update NCVO’s style guide and tone of voice guidelines, and encourage high editorial standards across the organisation.

5. As a member of the digital and communications team, edit and publish other content, provide customer support and take part in testing new development as required.

6. Manage all work-related contacts and projects on NCVO’s CRM system.

6. **Work context**

Each day, millions of people make a difference to the causes they believe in through voluntary organisations and volunteering.

This thriving voluntary sector and volunteer movement are essential for a better society – especially in times of challenge and change.

That’s why, inspired and empowered by our 13,000 members, NCVO champions the voluntary sector and volunteering. We do this by connecting, representing and supporting voluntary organisations, from the smallest community groups to the largest charities.

The planning and resources department is one of three departments at NCVO. The department’s objective is to provide high quality, customer focused services that enable NCVO trustees and staff to achieve the organisation’s aims.
The digital and communications team leads and develops NCVO’s digital and online work, including:

- turning NCVO’s strategy into an effective programme of digital work
- increasing NCVO’s digital maturity, managing changes in governance and delivery methodology to ensure digital products and services are effective
- management of new product development and maintenance of a large portfolio of existing products
- content strategy
- online engagement culture and practices
- digital literacy, skills and confidence across the organisation
- communications campaign planning across email and social media.

The team leads and develops other communications functions, including:

- development and use of NCVO’s brand, including brand positioning, visual identity and tone of voice
- commissioning and production of publications (both print and digital)
- management and/or sign off all design projects
- management and development of our CRM.

The other two departments are:

- enterprise and development
- public policy and volunteering.

NCVO is an equal opportunities employer and is Positive about Disabled People.

### 7. Autonomy and decision-making

The postholder is responsible for managing their own workload, in collaboration with other members of the digital and communications team and within the context of NCVO’s strategic priorities.

The postholder has day to day responsibility for commissioning, editing and publishing digital content and for ensuring adherence to NCVO’s tone of voice guidelines.

The postholder ensures that all expenditure related to commissioned content is managed within the agreed budget and adheres to NCVO’s financial management practices.
8. Communications

The postholder communicates both internally and externally with a wide range of people.

**Internal**

The postholder communicates with staff throughout NCVO in relation to content design and NCVO’s style guide and tone of voice guidelines. Within that context, they will need to work collaboratively and effectively across the organisation.

**External**

The postholder liaises externally with respected subject matter experts, writers and editors.

9. Main areas of difficulty

The postholder is responsible for designing content which meets user needs and organisational goals, and adheres to NCVO’s editorial policy. The postholder is also responsible for encouraging high editorial standards across the organisation in relation to the tone of voice guidelines and style guide. Both areas require tact and diplomacy when negotiating with colleagues across the organisation.

NCVO is an ambitious organisation with a wide remit. The postholder is responsible for managing a high volume of content and must therefore exercise judgement and pragmatism to ensure that content is of a high standard, while also meeting organisational goals and priorities in a timely manner.

10. Essential knowledge and skills required

**Knowledge**

1. Educated to degree level, or experience that demonstrates equivalent ability to analyse information
2. Knowledge and understanding of the voluntary sector
3. Knowledge and understanding of good practice in content design, including user research

**Skills**

4. Exceptional and proven communication skills, both written and verbal
5. Excellent collaboration and problem solving skills
6. Manage multiple projects in a fast-paced, deadline-driven environment
7. Interpret data and to make and explain evidence-based decisions

Experience

8. Content design, including user research
9. Commissioning, creating, editing and publishing digital content
10. Using research and testing techniques to develop understanding of user needs, test hypotheses and translate learnings into solutions
11. Implementing and/or using analytics tools to analyse user behaviour, evaluate content and identify challenges and opportunities

11. General information

To, at all times, adhere to NCVO’s policies on:

- equal opportunities
- diversity and dignity at work
- health and safety
- confidentiality
- no smoking
- environment and sustainability