



# JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)

Standard Template

<b>JOB TITLE:</b>	Customer Innovation and Digital Officer		
<b>GRADE:</b>	G8	<b>SERVICE AREA:</b>	Customer Experience Centre (CXC)
<b>JOB CODE:</b>	CHI367CUSTG8		
<b>REPORTS TO:</b>	Customer Delivery Manager	<b>LOCATION:</b>	tbc
<b>SPECIAL CONDITIONS:</b>	<ul style="list-style-type: none"> <li>This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers.</li> </ul>		

## 1. Main purpose of the job role:

- build relationships and influence stakeholders across service areas that enable services to change from a service focused approach to a user focused approach for digital content
- interface with across service areas to write and map user stories
- write accessible, user focused Government Digital Services (GDS) compliant content
- support and mentor digital apprentices including quality assurance (QA) checks
- contribute to and demonstrate use of style guides and design patterns ensuring we deliver a high level of customer experience
- take responsibility for overall content quality of our re-designed pages, ensuring consistency and adherence to design principles developing opportunities for continuous improvement and use of digital channels for customer access and management
- to assist Walsall council to achieve/maintain compliance with accessibility regulations
- work agilely to deliver content updates across multiple teams, having the ability to manage your own workload to maximise your efficiency whilst being sympathetic to the needs of the service

## 2. Role specific duties and accountabilities:

- Responsible for the evaluation, collection and write recommendations using existing evidence, data and research
- To work directly with SMEs to document user needs, grouping and prioritising needs to develop a new sitemap that expands on proposed information architecture
- To be responsible for developing accessible, well-structured content
- To proofread, re-structure and edit content produced by digital apprentices
- To provide training to digital apprentices and other staff members to ensure low level content is developed in accordance with relevant guidelines
- Responsible for creating and updating training materials
- Will lead on and conduct keyword research and adhere to SEO guidelines, to optimise content
- To be responsible for the monitoring key KPIs to measure effectiveness of updated content
- To evaluate data to enable the enhancement of website and written materials

- To work with colleagues in a team environment to ensure websites are clear, accurate and engaging
- To manage all top-level contact for the website
- To work alongside relevant services to ensure information architectures are maintained and service-related content is integrated into the core site to ensure a seamless user experience
- To establish and manage regular reviews for all service web content, liaising with Heads of Service and staff members where appropriate
- Provide clear, balanced and accurate advice and guidance to the senior management team on issues arising within the post holder's areas of responsibility.
- To maintain knowledge of web related development across a wide spectrum
- To represent the service at regular meetings and to feed into future developments
- To ensure that all data pertaining to the delivery of the service is accurate and that the monitoring and review of processes and practices relating to data is timely and robust. Where significant issues are identified appropriate remedial action is taken to address them
- The post holder is responsible for his/her own self development on a continuous basis and for developing and maintaining a substantial body of up-to-date knowledge of the specialist area and a detailed generalist knowledge across a wide spectrum of related fields, and as such will be expected to undertake suitable development and training.
- To enhance own performance, working constructively with the line manager to identify personal strengths and agreeing action in relation to development needs
- The post holder must also undertake other duties within his/her competence or otherwise appropriate to the grading of the post as required
- Taking responsibility for the production of key strategic documents
- Presenting measures information and communicating key findings to a wide range of audiences (including staff, councillors, service users and other key partners).

### **3. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the postholder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.



JOB TITLE Customer Innovation and Digital Officer	GRADE 8	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form=A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> <i>refer to corporate behaviours document</i>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	Not Applicable	
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
Able to manage own workload and performance and consistently meet deadlines and performance targets.	A/I	2
Proactive, hardworking, flexible, self-motivated and enthusiastic approach to work.	A/I	2
Ability to operate independently and as part of a collaborative and inclusive team, motivating peers and stakeholders through periods of change.	A/I	2
Able to influence stakeholders and manage relationships effectively. Can build long-term strategic relationships and communicate clearly and regularly with stakeholders.	A/I	2
Able to read, interpret and analyse statistical output from a range of data sources including Google Analytics and use these to inform decisions and approach.	A/I	2
Highly developed critical thinking, interpretative, analytical and problem-solving skills.	A/I	3

Skilled in collaboration with user researchers and able to represent users internally. Understands the difference between user needs and user wants. Can prioritise and define approaches to understand the user story, guiding others in doing so.	A/I	3
Can use output from analysis to help define and shape user needs.	A/I	2
Ability to work in fast-paced environments with a strong user focus and demonstrate the ability to be the user advocate.	A/I	2
Is a master of content structure, accessibility and plain English	I	3
Excellent writing and editing skills in English. Ability to adapt writing style to suit deliverable, e.g., user needs documentation, analysis report or webpage content.	A/I	3
Good understanding of the public sector and accessibility regulations.	A/I	3
Take responsibility for content quality. Ability to review own work with keen attention to detail, to deliver accessible content with standard tone; as well as ability to provide clear feedback to colleagues to help them improve the quality of their work.	A/I	3
Skilled in search engine optimisation, with the ability to go way beyond inserting keywords into text.	A/I	3
Able to mentor and coach colleagues, assisting with growing key skills, such as user needs gathering and content creation.	A/I	2
Skilled in delivering strategic recommendations for digital capability	A/I	2
Skilled in working proactively with stakeholders, subject matter experts and team members from other digital disciplines in addition to CXC(developers, user researchers, UX-ers, designers, etc)	A/I	3
Ability to make content strategy a reality	A/I	2
The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post.	I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Proven work as a content editor, web editor or similar role Portfolio of published work.	A/I	2
Hands-on experience with Content Management Systems.	A/I	3
Up to date knowledge of best practise and trends in web content development/publishing.	A/I	2
Good understanding of large-scale digital projects.	A/I	2
Demonstrable experience in creating content for members of the public.	A/I	2
Experience at documenting user needs to deliver updated content through the application of Government Digital Services principles.	A/I	2
Knowledge of agile working and prototyping.	A/I	3

Experience at advising stakeholders on process updates to drive digital improvements from content pages		A/I	2
Evidence of continuous professional development (where applicable)			
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.			
Degree level or relevant experience at senior content level		A/I	3
<b>Other Essential Requirements</b>			
An awareness of, and commitment to, equality of opportunity		I	1
Awareness of, and commitment to, confidentiality and handling data		I	1
Adept in use of Microsoft products, including Word, Excel, Teams		A/I	3
Adept in use of accessibility tools		A/I	2
<b>Prepared by:</b>	Kirstin Smith	<b>Date:</b>	01/09/2021