

Role and person profile

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|-----------------|---------------------------------|-------------------------------|---------------------|
| Post title: | Content Designer | Location: | Guildford |
| Division: | Business Solutions Group | Department: | Digital Team |
| Responsible to: | Lead Digital Editor | Responsible for: | N/A |
| Scale: | 6 | Cornerstone behaviours level: | Performer |
| Post no: | 2654, 2655T | | |

Purpose

To champion, deliver and continually develop the quality and effectiveness of our digital content.

Key accountabilities

1. Edit, author and publish high quality, effective, user-focused digital content in line with house style, tone of voice and content best practice.
2. Champion editorial excellence and act as an ambassador for digital-first, user-focused content across the organisation.
3. Work in an agile, multidisciplinary digital team of front end developers, producers, analysts, UX designers, scrum masters and content designers to make iterative improvements to the online user experience.
4. Collaboratively edit, co-write and advise content owners, subject matter experts and stakeholders in order to produce high quality, effective digital content.
5. Work with the Digital Analyst to monitor and analyse the performance and effectiveness of digital content, and make evidence-based improvements.
6. Proactively engage with other teams including Corporate Communications, PR, Markets and Operations to advise and collaborate on effective digital content.
7. Advise, mentor, and deliver training to wider colleagues on areas including editorial house style, digital content governance, taxonomy and information architecture.
8. Edit and manage content in both an HTML (Matrix) and XML component content management system (DITA) as well as a customised document repository.
9. Support the Lead Digital Editor in planning and delivering the migration of content from multiple external sites to aqa.org.uk for a unified web experience, including audit/inventory, migration and user-testing.
10. Contribute to developing practices, procedures, standards and governance for digital content.
11. Stay abreast of developments in digital content best practice and seek opportunities to adopt them for AQA.

- Stay abreast of education sector developments and our competitive landscape, and be aware of how these may impact the needs of digital content on our website.

General accountabilities

- To comply with all AQA's policies and other legislative requirements, including but not limited to HSE, Equal Opportunities and ISMS.
- Where business needs change, to undertake other responsibilities which are of a commensurate level outside the terms of this role profile.

Additional Information

As post holders will or may be visiting customers and centres, there is a requirement for them to complete a Child Safeguarding Declaration in line with the AQA Child Protection Policy.

Person profile

| Knowledge | Assessment |
|--|------------|
| Excellent knowledge of language, grammar, writing for the web, readability and plain English | A/I/P |
| Good knowledge of content management and publishing workflows from an editor and administrator perspective | A/I/P |
| Good understanding of information architecture, usability and accessibility | A/I/T/P |
| Good understanding of metadata and taxonomy | A/I/P |
| Good understanding of web analytics, search and SEO | A/I/P |
| Broad understanding of online business in either a commercial or educational environment | A/I/P |
| Qualification | |
| Educated to degree level or equivalent experience in editing | A |
| Skills | |
| Excellent digital copywriting skills | A/I/T/P |
| Good presentation and communication skills using a variety of media | A/I/P |
| Ability to communicate analyses, recommendations and best practice to stakeholders of varying levels of seniority | A/I/P |
| Good interpersonal skills in a variety of situations, and managing relationships with key internal and external stakeholders | I/P |
| Demonstrates resilience and calmness under pressure to meet tight deadlines | I/P |
| Demonstrates proactive collaborative working across functional areas to deliver shared goals | A/P |
| Excellent attention to detail | A/P/T |
| Leadership skills | |
| Ability to resolve problems and adapt to change. | I/P |
| Maintain constructive links with other teams and work collaboratively to deliver targets. | I/P |
| Receive feedback and learn from mistakes for continuous self-development. | I/P |

| Experience | |
|--|------------|
| Extensive experience in editing, devising and implementing effective online content for a large corporate website | A/I |
| Experience working within and contributing to editorial house style, brand and tone of voice | A/I |
| Experience working successfully in a website/content management capacity on a range of projects | A/I |
| Experience and good understanding of content management systems | A/I |
| Experience and good understanding of information architecture, usability, accessibility, web analytics, search and SEO | A/I |
| Experience in optimising content for mobile/tablet, user testing and accessibility testing | A/I |
| Experience working with a corporate taxonomy and metadata schemes | A/I |

AQA's Behaviour Framework which is assessed through the selection/probation process

Assessment key (criteria to be assessed at the selection stage)
A – application (it is **essential** to provide evidence on application for shortlisting purposes)
I - interview **T** – test (or work sample) **P** – probation