



Directorate:	Strategy, Policy and Communications
Capability Area(s)	Communications
Job Title:	Content Designer
Grade:	EO

Job Purpose

To ensure all DVLA content is created to meet customer needs in a way that is clear, simple and easy to understand for online and offline channels. To act as a subject matter expert on content creation, application and implementation for all business areas. To develop, maintain and improve customer journeys in accordance with DVLA content publishing guidelines and Government Digital Service (GDS) publishing guidelines where appropriate. To monitor and maintain DVLA's social media channels.

Functional Accountabilities

1	Create and publish engaging and accurate content for a range of online and offline channels that achieves business objectives, is appropriate for the target audience, and meets user needs.
2	Continuously produce and evaluate data to improve content. Understand user needs by analysing user research, feedback and other data to develop recommendations for improvements.
3	Be able to recommend the most appropriate channels to satisfy user and business needs (based on all available insight).
4	Collaborate with colleagues within DVLA and the wider content community to design, agree and publish high quality content and services. This includes agreeing an evidence base for change, applying GDS publishing standards and working with GDS content team to update GOV.UK.
5	Monitoring and maintenance of team email inbox to ensure team are meeting all SLAs.
6	Monitoring of DVLA's corporate social media channels to identify and report on any breaking news and trends; and write and publish proactive posts on those same channels.
7	Adhere to Health & Safety Policies, Data Protection, and Security Policies and understand relevant employment law.

People Manager Accountabilities (Y/N)

N

Qualifications & Professional Memberships

Desirable	n/a
Essential	n/a

CS Success Profiles – core behaviours (Select core competencies (max 6))	Level (1-5)
Seeing the Big Picture	2
Changing and improving	2
Making Effective Decisions	2
Working Together	2
Delivering at Pace	2
Managing a Quality Service	2
Government Communication Service Professional Competency Framework	Competency Level (1-5)
Insight	Information officer
Ideas	Information officer
Implementation	Information officer
Impact	Information officer