

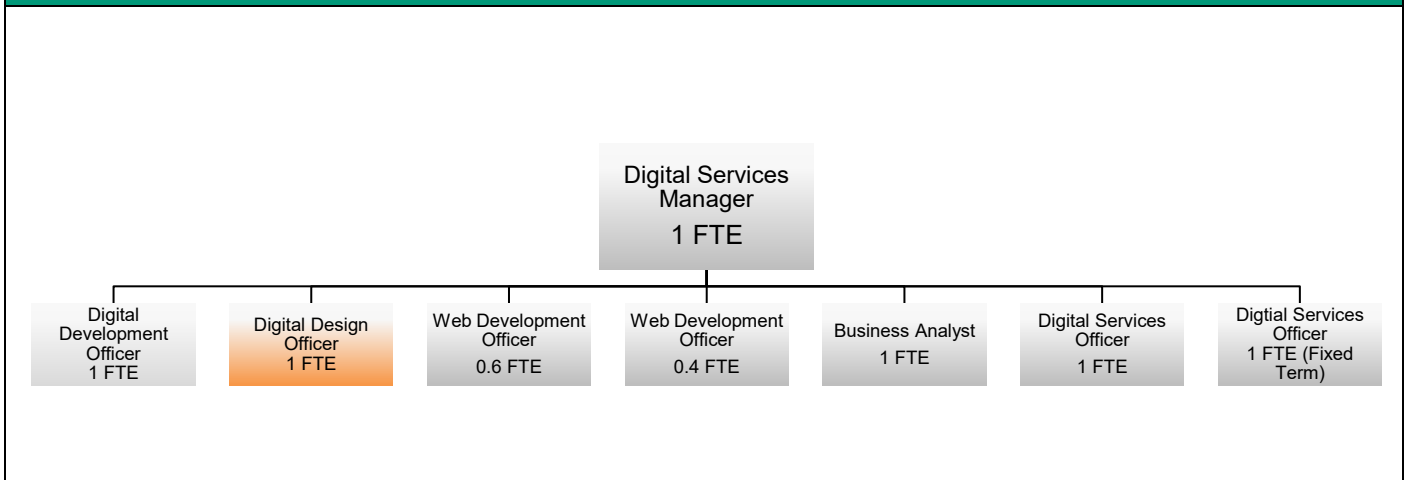
Job Description and Person Specification

Job title:	Digital Design Officer
Directorate:	Resources
Service:	Strategy and Governance
Team:	Digital Services
Post number:	
Salary grade:	I
Work location:	Market Street
Reports to:	Digital Services Manager
Supervises:	n/a

Job Purpose

To be responsible for digital design, usability, and accessibility across the council, including as part of the creation and maintenance of the council's websites, intranet, digital services and online information.

Structure Chart



Main Duties and Responsibilities

- To contribute to the delivery of the council's Digital Strategy.
- To work as part of a multi-disciplinary Digital Services team which creates new and supports existing websites, digital services and online information for the council.
- To be responsible for the visual design of the council's websites, intranet, digital services and online information.
- To be responsible for the interaction design and usability of the council's websites, intranet, digital services and online information.
- To be responsible for the accessibility of the council's websites, intranet, digital services and online information, ensuring they meet any related legislation such as The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018.
- To advise members and officers on digital design, usability, and accessibility, including on any legislation related to these topics.

Main Duties and Responsibilities

- To work with suppliers of systems and services in relation to digital design, usability, and accessibility.
- To work with the Communications team, designing websites and the visual elements of web pages, when required.
- To create and manage digital assets and style guides for developers.
- To identify and implement improvements to digital design, usability, and accessibility based on user research and feedback.
- To identify and implement changes to digital design, usability, and accessibility based on changes around internet use and the technology used to access it.
- To prototype design approaches for the creation of new digital services and information.
- To promote equality as an integral part of the role, treating everyone with fairness and dignity.
- To comply with WBC health and safety policies, procedures and rules, taking reasonable care of self and others.
- To adhere to the standards set out in the WBC competency framework.

Scope (impact on/control of resources, people, money etc)

This post has responsibility for the design, usability, and accessibility of the council's websites, intranet, digital services and online information.

With other 8 million website page views in 2020, this post is key to ensuring the council maintains the highest standards in visual design, usability, and accessibility across its digital information.

Alongside this, the Digital Services team support a wide range of services from signing up for garden waste subscriptions to early help for children, and this role will be responsible for the interaction design, usability, and accessibility of those services, making them as easy to use as possible.

Person Specification	Essential/ Desirable	Internal Use Only
Qualifications		
A degree in a digital design related discipline, or equivalent experience.	E	1
Evidence of continuous professional and personal learning and development	E	2
Experience		
At least 3 years' experience of working as part of a digital product or services team.	E	1
At least 3 years' experience of working with front end code and mark-up including JavaScript, HTML and CSS.	E	2
At least 3 years' experience of working as a designer in a digital product or services team.	E	3
At least 3 years' experience of using Photoshop or a similar graphics editor.	E	4
At least 3 years' experience of front-end JavaScript libraries such as jQuery, Angular or React.	D	1
Knowledge and understanding		

Excellent understanding of designing websites and digital services in the public sector.	E	1
Excellent understanding of legislation for accessibility and how it applies to public sector websites, digital services, and online information.	E	2
Excellent understanding of responsive design and creating websites and digital services rendered across a wide variety of devices.	E	3
An understanding of applying styles, components and patterns in the GOV.UK Design System to digital services.	D	1
An understanding of working on projects using Waterfall and Agile project management methodologies	D	2
Skills and abilities		
Ability to use Outlook, and a web browser to access information	E	1
Basic ability to use Microsoft Office (Word, Excel, PowerPoint etc)	E	2
Can visualise, articulate and solve complex problems and concepts, and make disciplined decisions based on available information and research evidence.	E	3
Can translate user stories and business process notation and propose design approaches to meet user and business needs, which are simple and intuitive to use.	E	4
Can create mockups or functioning prototypes for deeper insight and feedback on user journeys, new features and specific interactions.	E	5
Can make complex and technical information and language simple and accessible for non-technical audiences.	D	1
Can work within given constraints, including but not limited to technology, policy, regulatory, financial and legal constraints.	D	2
Can create the visual and interaction elements of digital service in a low-code forms builder platform or environment.	D	3
Work-related personal qualities		
Can prioritise and manage a complex workload.	E	1
Can work as a wider team of business analysts, content designers and developers to create and support websites, digital services and online information.	E	2
Can communicate effectively across organisational, technical and political boundaries, understanding the context.	D	1
Other work-related requirements		
This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2017; the requirement to fulfil all spoken aspects of the role with confidence in English applies.	E	1
Enhanced DBS check with relevant barred list/s	No	n/a
Is this post politically restricted?	No	n/a