



Job Title	Content Designer
Contract Type	This is a permanent and pensionable appointment
Business Area	Digital Transformation Division, Directorate for Digital
Main Location	Victoria Quay, Edinburgh, EH6 6QQ or 4 Atlantic Quay, Glasgow, G2 8JX
Salary	£30,652- £35,110
Profession / Specialism	Digital, Data and Technology
DDaT Profession Pay Supplement and Professional Development	<p>This post is part of the Scottish Government DDaT profession.</p> <p>It attracts a £4000 DDaT Pay Supplement after a 9 month competency qualifying period. Pay supplements are temporary payments designed to address recruitment and retention issues caused by market pressures and are subject to regular review.</p> <p>As a member of the profession you will join the Professional Development Scheme, currently BCS RoleModel<i>plus</i>.</p>
Nationality Requirements	<p>Nationality requirements</p> <p>This job is broadly open to the following groups:</p> <ul style="list-style-type: none"> • UK nationals • nationals of Commonwealth countries who have the right to work in the UKs • nationals of the Republic of Ireland • nationals from the EU, EEA or Switzerland with (or eligible for) status under the European Union Settlement Scheme (EUSS) • relevant EU, EEA, Swiss or Turkish nationals working in the Civil Service • relevant EU, EEA, Swiss or Turkish nationals who have built up the right to work in the Civil Service • certain family members of the relevant EU, EEA, Swiss or Turkish nationals



	We strongly urge that EU nationals who may not have Settled or Pre-Settled Status make an application before 30 June 2021, to ensure their continued eligibility to employment.
Working Pattern	This is a full time vacancy, however applications from people wishing to work an alternative working pattern will be considered.
Guaranteed Interview Scheme	Applicants claiming a guaranteed interview will be invited for further assessment should they meet the minimum essential criteria listed in this document.
Reserve List	In the event that further posts are required, a reserve list of successful candidates will be kept for up to 9 months.
Further Information	Further information on the post is available from Alastair Hutchison at Alastair.Hutchison@gov.scot . If you have any queries relating to your eligibility on the grounds of Nationality or Qualifications, or if you have any difficulty applying for this role, please contact recruitment@gov.scot .

Information about the Role

The Digital Strategy for Scotland, [A changing nation: how Scotland will thrive in a digital world](#), was published in March 2021 and it sets out our plans for ensuring that we put digital at the heart of everything we do.

The Digital Transformation Division sits within Scottish Government's Digital Directorate. Our aim is to help government organisations adopt digital business models that will deliver well designed, accessible and inclusive public services.

Through this we facilitate transformation of existing public services, making best use of digital technology for our citizens by championing the core principles of re-use and collaboration – both in technology and skills, and to be an employer of choice in Scotland.

The Scottish Government National Outcome to which the job contributes directly is “Our public services are high quality, continually improving, efficient and responsive to local people's

needs”. More information about Scottish Government National Outcomes is available at [National Performance Framework | National Outcomes](#).

A content designer works on the end-to-end journey of a service to help users complete their goal and government deliver a policy intent. Their work may involve the creation of, or change to, a transaction, product or single piece of content that stretches across digital and offline channels.

They make sure appropriate content is shown to a user in the right place and in the best format.

Content designers are responsible for creating, updating and reviewing content around the end-to-end user journey and are comfortable using evidence, data and research.

They build relationships across government to focus on the needs of the user and to influence stakeholders. They contribute to and use style guides and design patterns.

Specific Duties

- Work autonomously to create and iterate content for end-to-end services that makes complex language and processes easy to understand.
- Understand and implement as needed appropriate content styles and standards.
- Identify, analyse, manage and monitor relationships with and between stakeholders, using evidence to explain decisions made and balancing competing priorities.
- Work with user researchers to understand users, identifying who they are and what their needs are based on evidence.
- Translate user needs / requirements into proposed content design approaches or services.

Essential Criteria

1. Excellent verbal and written communication skills, with an ability to convey content design principles and the benefits of a user-centred approach.
2. Experience of writing for the web, with the ability to plan and create accessible, user-centred content.
3. Experience of delivering content within agreed publishing workflows, interacting with subject matter experts to fact check and ensure accuracy of content.
4. Experience in using web metrics and user feedback to research, create and refine content.

Digital, Data and Technology (DDaT) in Scottish Government

This is a crucial time for digital, data and technology specialists as government harnesses digital technologies, skills and tools to transform public services. The DDaT Function comprises around 18,000 digital, data and technology colleagues across UK and devolved governments, and it is rapidly scaling up nationwide in the face of a rapidly changing society and circumstances.

Find out more about Digital, Data and Technology Profession in Scottish Government on gov.scot

Find out more about the UK wide Digital, Data and Technology Profession on [GOV.UK](https://gov.uk)

Application Process

To apply for this post, you will need to provide the information requested below via the online application process. These must be combined into one document as the system can only accept a single document upload per application.

- You should submit a CV (no more than 2 sides of A4) and a personal statement (no more than 750 words).
- Your CV and personal statement should include your career history and other relevant self-taught/non-work-related experiences that are relevant to the essential criteria for the role. Please also include detail of your responsibilities and achievements.

You should tailor your CV and personal statement to reflect the role you are applying for and clearly outline that you have the essential skills and criteria needed for the job.

Failure to submit a single combined document (CV and personal statement) will mean the panel only have limited information on which to assess your application against the essential criteria.

When reviewing your application we will be assessing your career history and achievements against the essential criteria for the role. We're looking for examples of things you have previously achieved or your knowledge in a particular field which are relevant to the role.

Where the criteria states that you must hold a qualification, you need only state that you do or do not hold the qualification and provide any other information you feel relevant.

We would recommend that you prepare your answers before you begin the online application process.

Competencies Required

All roles in the Digital, Data and Technology profession are aligned to the [DDaT Competency Framework](#). This role is aligned to **DDaT Job Role** in the User Centred Design job family.

If you are selected to attend an assessment, we will ask you to complete a technical assessment and an interview as part of the processes. You will be tested against the technical competencies appropriate for the role as detailed on the framework.

The Skills for Success Competencies required for this role are shown below. You will be tested against these competencies at interview.

- Analysis and Use of Evidence
- People Management
- Communications and Engagement
- Improving Performance

[Scottish Government Competencies \(PDF\)](#)

[Competencies for Band B Roles \(PDF\)](#)