

# It starts with community

The National Lottery Fund  
Role Profile



## Digital Content Designer

**Directorate:**

Finance and Resources

**Department:**

Service Design/Communications  
& Engagement

**Role/Competency level:** Level 3

**Reports to:**

Funding Product Owner (GMS)



# Role Profile: Digital Content Designer

## Role purpose

In this particular role, you will lead on the development of all our online content, across web, social media, multimedia and e-communications. This role will ensure we have the right strategies, processes and principles in place to support all our digital content. You will deliver a strategy for web and social media ensuring all of our digital channels deliver a consistent narrative in support of our brand.

You will advise the rest of the Engagement Team as to the right digital channels to use for various audiences and campaigns, carefully navigating competing priorities. You will ensure that we meet all of our accessibility and diversity requirements including the Welsh Language Scheme.

You will work in a mutually supportive team, all working to user-led principles. Your manager will offer guidance and support around how content fits within the wider strategic plan and you will line manage a team of Digital Communications Officers. You will also work closely with communications colleagues such as the Content, Editorial and Design Manager to ensure that any digital content processes align with wider communications processes. The Case Study and Content Officer will offer support around embedding storytelling and our customer voice in communications.



# Role Profile: Digital Content Designer

## Key responsibilities

- Lead on all online content development
- Ensure we have the correct digital content strategies, process and principles in place
- Delivery a web and social media strategy
- Advise on use of appropriate digital channels
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



# Role Profile: Digital Content Designer

## Knowledge, skills and experience

- Significant experience in website development, digital media channel development, customer service and information management, editorial and publishing, writing, content development, with relevant qualification or experience
- Experience of running user-focused projects
- Advanced reasoning, problem solving and analytical skills
- Experience or understanding of using appropriate web technology
- Advanced planning and organising skills
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# Role Profile: Digital Content Designer

## Role competencies: Level 3

- **Strategic direction**  
Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.
- **Leading our culture**  
Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.
- **Working together**  
Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.
- **Delivering quality results**  
Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.
- **Diligence and control**  
Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.
- **Developing self and other**  
Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

## Our Values



### We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



### We are adaptable

We welcome and embrace new ideas and ways of working.



### We are compassionate

We work with care consideration and humility.