

# It starts with community

The National Lottery Fund  
Role Profile

## Content Designer

**Directorate:** Finance & Resources

**Department:** Digital Team

**Role/Competency level:** Level 3

**Reports to:** Lead Content Designer/ Design Lead/  
Head of Digital Programme Development



# Role Profile: Content Designer

## Role purpose

The Fund is committed to growing user-centred design skills and best practice across the organisation, as well as embedding these approaches, tools and techniques into our everyday work, especially in terms of our funding.

As a Content Designer, you are instrumental in facilitating the design and development of accessible user-centred services supporting our grant-holders and the communities they serve. You will help to identify and match user needs to appropriate content formats, for both information and transaction-based services. To design, create and iterate simple and clear content that helps people get the information they need, in the way they need it.

In this role, your work may involve the creation of, or change to, a transaction, product or single piece of content that stretches across digital and offline channels. You will make sure appropriate content is shown to a user in the right place and in the best format.

Your role requires you to work collaboratively with users and stakeholders (including at a senior level) to explain content decisions, ensure people are clear on the benefits of the products/services and ensuring that their feedback is being used to inform ongoing improvements. You will work closely with User Researchers, Service Designers and User Experience (UX) Designers from the discovery stage to deliver your work.

Critical to your success is your ability to work independently to identify the issues and the needs of our users, both internal and external. You consistently champion these needs as you help develop prototypes and designs to improve services.

Your role will cover a wide range of organisational challenges - anything that involves a guidance, web content or a new grant-making programme. You're expected look for ways to continually improve these services and to be an advocate for continuous improvement.

You're expected to be a champion of service design, and to raise awareness of the different tools and techniques available to colleagues to help promote a service design approach across the Fund. This role - and others within the National Lottery Community Fund's Digital Team family - is heavily influenced by the UK Government's digital, data and technology profession capability framework.



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## Key responsibilities

- Stakeholder management: identify, analyse and manage relationships with stakeholders, maintaining regular and clear communications.
- Adopt a user focus approach, able to identify users and understand their needs.
- Gain insights from data and user research and using those findings to make informed decisions. You will evaluate quantitative and qualitative data.
- Adopt a user-centred design approach, to meet user needs and make complex language and processes easy to understand.
- Review and evaluate content to improve it with an understanding of why content lifecycle management is important.
- Use collaborative tools (including Office365, Teams and Jira) effectively and an ability to respond to developments in technology and adapting your approach accordingly.
- Visualise your work in context, producing and demonstrating content concepts and prototyping.



# Role Profile: Content Designer

## Knowledge, skills and experience

- Strong working knowledge of agile methodology and experience working in a fast-paced, evolving environment, using an iterative method to enable rapid delivery.
- A strategic thinker able to take an overall perspective on business issues, events, activities and discuss their wider implications and long-term impact.
- Experience of writing, editing and publishing user-centred content for digital audiences and using content management systems to publish content.
- Strong attention to detail and an ability to cut through large amounts of data and opinion to get to the heart of what matters.
- A problem solver with the ability to make pragmatic decisions and get buy-in from others.
- Familiarity with the government service standard or similar model.
- Practical experience of applying continuous improvement principles.
- 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: 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.