

Job Title:	Bank Content Designer
Reports to (job title):	Director of Marketing & Communications
Line Manager to:	N/A

## Job purpose

We are looking for an experienced Content Designer to lead the design and delivery of high-quality, user-centred content across our Child & Family Wellbeing (CFWB) websites.

This role will work closely with clinicians, service teams, and SPA (Single Point of Access) colleagues to ensure our websites provide clear, accessible, and effective information that supports families and reduces unnecessary service demand.

A key focus of the role is to use data and user insight to identify content gaps, improve journeys, and demonstrate measurable impact — particularly in reducing high-volume, information-only contacts into services.

## Base

Remote

## Key responsibilities

### Content Design & Production

- Co-design and produce clear, accessible, evidence-informed digital content with clinicians and service teams
- Translate complex clinical information into user-friendly, inclusive content
- Ensure content aligns with accessibility standards (e.g. plain English, readability, inclusive design)
- Create needs-based content (e.g. “I’m worried about my child...”) rather than service-led pages
- Design and optimise content for app-based user journeys, ensuring consistency with website content and overall user experience

### User Insight & Data Analysis

- Analyse website performance (e.g. user journeys, search behaviour, SEO, drop-off points)

- Identify content gaps and opportunities for improvement based on data and service insights
- Use analytics to continuously iterate and improve content effectiveness

## **Service Integration & Demand Reduction**

- Work with SPA teams to identify high-volume information-only calls
- Map these to content opportunities and develop solutions to reduce demand
- Demonstrate return on investment (ROI) through reduced call volume and improved self-service

## **SEO & Discoverability**

- Optimise content for search engines to ensure key information is easily found
- Monitor and improve organic search performance

## **Collaboration & Stakeholder Management**

- Work closely with clinicians, operational teams, and communications colleagues
- Facilitate workshops or interviews to gather subject matter expertise
- Build strong relationships across CFWB services

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## **Person Specification**

### **Essential**

- Proven experience in content design / UX writing / digital content strategy
- Strong understanding of user-centred design principles
- Experience using analytics tools (e.g. Google Analytics, search data) to inform decisions
- Ability to translate complex or technical information into clear, accessible content
- Experience working with multiple stakeholders
- Strong understanding of SEO and digital best practice
- Adapt tone and language for parents, carers, children, and young people
- Strong attention to detail and consistency
- Organised and able to manage multiple pieces of content

### **Desirable**

- Experience working in healthcare, public sector, or children & family services

- Understanding of clinical or safeguarding contexts
  - Experience linking digital content to service demand reduction / behaviour change
  - Lived experience of child and family services (desirable but not essential)
  - Experience writing to specific reading age requirements
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## Key Outcomes / Success Measures

- Improved website usability and engagement
- Increased organic search visibility
- Reduced high-volume, information-only SPA contacts
- Clear evidence of ROI (e.g. cost avoidance / demand reduction)
- Users can quickly find and understand the information they need
- Content is consistent, accessible, and easy to maintain

## Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

### Care Think Do

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|--|---|
| <ul style="list-style-type: none"><li>• Inspire</li><li>• Challenge</li><li>• Understand</li><li>• Improve</li><li>• Communicate</li><li>• Learn</li></ul> | <ul style="list-style-type: none"><li>Accountability</li><li>Involve</li><li>Resilience</li></ul> |
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## Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 1998 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the [Records Management: NHS Code of Practice](#) , [NHS Constitution](#) and [HSCIC Code of Practice on Confidential Information](#) and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

## Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
- Ensuring the security and confidentiality of all records and personal information assets

- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

## Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourish. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

## Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

## Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times. All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

## Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

## Medicines Management Responsibility

### **Nursing or registered healthcare professionals**

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

### **Skilled non-registered staff**

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

## Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

## General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

## Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

## Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

## Personal Specification Essential

### Education/Qualifications

### Skills/Abilities

### Experience

### Knowledge and Understanding

### Personal Attributes

## Desirable

### Education/Qualifications

### Experience

### Knowledge and Understanding



# Job Description

Employee signature

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Manager signature

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**care·think·do**

WE CHANGE LIVES BY TRANSFORMING HEALTH AND CARE

HCRG Care Ltd, company number 5466033 registered in England and Wales at The Heath Business and Technical Park, Runcorn, Cheshire WA7 4QX