Content Designer

Job details

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Directorate:	**Membership and External Affairs**
Department:	Member Experience and Services
Team:	Membership Communication and Content
Grade:	Specialist A
Reports to:	Content Design Manager
Line management responsibilities:	No
Location:	London

Role overview

The Content Designer is responsible for building awareness of, engagement with and satisfaction amongst members with the Law Society's missions and strategic goals.

They will create, edit, publish and manage high-quality, trusted and practical resource content, working closely with subject matter experts, campaign managers and senior stakeholders.

This will enable Law Society members (solicitors) and other key audiences to have the expert and timely information they need to excel in their work.

The Content Designer will be responsible for delivering the content strategy for the organisation's resource-led missions and strategic goals.

Core duties of the role:

The post holder will:

- Create, edit and commission content on our missions and strategic goals, informed by data, insight and collaboration with subject matter experts, campaign managers and senior stakeholders. This will span a range of formats, from practical resources to short-form articles and multimedia content.

- Make complex legal, regulatory and policy issues easy to digest, using clear, engaging and accurate language.

- Support the implementation of the content and channels strategy and integrated content plans that deliver on our objectives, increase our impact and extend our reach. Work will centre on resources and strategic issues with high resource output, complexity and risk.

- Make sure all outputs consistently meet house style, tone of voice and brand standards, and go through the correct processes.

- Publish digital content using content management systems (CMS), ensuring it is findable, accessible, measurable, effectively engages target audiences and signposts to relevant resources. This includes curating content presented on the homepage, landing pages and key parts of the digital estate.

- Use website traffic and behavioural analytics tools to monitor and act on engagement and inform the development and management of content.

- Develop your understanding of our members and other segmented audiences by working with other teams and routinely carrying out your own research.

- Proactively identify opportunities for continuous improvement of content throughout its lifecycle, using data and insight to inform editorial decisions on retention, iteration, consolidation and unpublishing.

- Optimise content readability and accessibility, informed by content design techniques, industry best practice and digital governance tools.

- Keep up to date with best practice in content design, readability and accessibility, adapting and evolving methods as best practice standards develop.

- Provide editorial and content planning advice to colleagues across the organisation, including support and training as necessary.

- Work in a smooth and effective way to deliver high-quality work within tight deadlines.

- Support the team in the smooth delivery of projects and campaigns, taking on ad hoc work in line with the level of the post.

Skills and attributes:

Criteria (knowledge, skills and attributes)	Assessment stage
Essential	
Excellent written and verbal communication skills	Application Form
Experience creating, editing and managing digital content for a professional audience	Application Form
Strong understanding and experience of user-centred design (content design) principles	Application Form
Ability to quickly understand complex or technical issues and translate into engaging, easy-to-understand content	Application Form
Experience using content management systems (CMS) to create, publish and manage content	Application Form
Experience using website traffic and behavioural analytics tools to gain insight into audiences and engagement with content	Application Form
Solid understanding of best practice in digital publishing, search engine optimisation (SEO) and digital accessibility	Interview
Strong emotional intelligence and interpersonal skills, able to quickly form positive relationships with colleagues at all levels	Interview
Self-motivated, flexible, proactive and positive attitude	Interview
Ability to respond well to change and adapt to changing circumstances	Interview
Excellent planning, analytical and organisational skills, able to lead on long-term projects, multi-task and manage competing priorities	Interview

Desirable	
Experience using Sitecore CMS	Application form
Experience using Google Analytics, Looker Studio and Search Console analytics tools	Interview
Experience using Microsoft Clarity or Hotjar user behaviour tool	Interview
Experience using Silktide digital governance tool	Interview
Basic understanding of HTML	Interview
Knowledge of the legal profession	Interview
Previous experience at a membership, trade or regulatory body	Application Form

Organisational chart